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# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

26 NOVEMBER 1962—40c a copy / \$8 a year

**THE SHOCKING  
DEMAND OF TV  
BY GMA** p. 27

**Farm radio/tv—  
special 1962  
report** p. 31



## RADIO moves with a going America

Americans are a people on wheels and Radio goes with these mobile millions everywhere—even to where your product is sold. Only Radio talks to shoppers in their cars and only Spot Radio lets you choose time and place for that "last word" impression. These great stations will sell your product.

Radio Division

**Edward Petry & Co., Inc.**

The Original Station  
Representative

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WDOK	Cleveland	WROC	Rochester
WFAA	Dallas-Ft. Worth	KCRA	Sacramento
KBTR	Denver	KALL	Salt Lake City
KDAL	Duluth-Superior	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WDAF	Kansas City	KYA	San Francisco
KARK	Little Rock	KMA	Shenandoah
KLAC	Los Angeles	KREM	Spokane
WINZ	Miami	WGTO	Tampa-Lakeland-Orlando
KSTP	Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network



## COVERAGE ❁

Market dominance doesn't just happen. Showmanship yes . . . but selling savvy, too. Knowing the buying forces of a dynamic test market like Providence. Imaginative product promotion. A merchandising spark that steps up the penetration of your schedule. The follow-thru of professionals. At Channel 10 it's this kind of coverage that makes your product happen.

❁ ARB TV Homes

# WJAR-TV

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.  
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR

# STRIKE - SAVER !

WJXT in Jacksonville eliminates all argument about the most efficient advertising medium with eye-catching figures on the picture in the *total* market: 210% more homes outside the metro area . . . 30% more homes inside Jacksonville . . . 22 of the top 25 programs . . . but! why go on and on? No matter how you look at it, more people look at WJXT . . . the dominant medium in the entire North Florida/South Georgia regional market!

*Source: July 1982 NSI*

**WJXT**

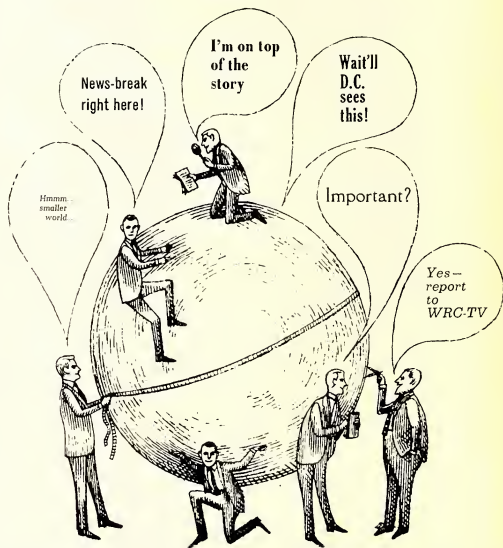


JACKSONVILLE, FLORIDA

*Represented by TvAR*

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY





**"News 4, Washington" reports the way the day shaped the world.** In Washington, the hour before midnight belongs to WRC-TV Monday through Friday. A corps of the most respected news-pros in broadcasting—Sander Vanocur, Martin Agronsky, Robert McCormick, Ray Scherer, Elie Abel, Peter Hackes, and other distinguished Washington based NBC News Correspondents—report directly to WRC-TV on News 4, Washington. Each takes a turn to measure and analyze the impact of world events on the nightly "Situation Report." They join WRC-TV's early and late evening favorites—Richard Harkness, Bryson Rash, Howard Streeter, Frank Forrester, Jim Simpson and Jim Gibbons, who summarize world and local news, weather and sports. And the day passes by in brisk review. News 4, Washington is still another good reason why Washington's adult, discerning audiences rely on...

**WRC-TV**   
IN WASHINGTON CHANNEL 4  
REPRESENTED BY NBC SPOT SALES

# SPONSOR

26 NOVEMBER 1962

Vol. 16 No. 48

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# PROgramming

The big pros in Madison radio are on WKOW / 1070. Each of these exclusive personalities is a leader in his field.



**JACK DAVIS**

"and my good friend the Weather Man."

To listeners within the sound of Jack Davis' voice—and that includes more than half the state of Wisconsin—Weather News is more than mere forecast. It is exciting entertainment. Jack's sparkling humor makes weather a pleasure, while helping to kick up a sales storm for the advertiser. 10,000-watt WKOW, Wisconsin's most powerful full-time radio station, is the major listening post for all listening groups. First in total audience. First in total weekly homes. (NCS '61). WKOW/1070 delivers 28% more counties than station C. Phone your H-R man for EXCLUSIVE avail.

## CBS IN MADISON

# WKOW 1070

Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice Pres. & Gen. Mgr.  
Ben Hovel, Gen. Sales Mgr.  
Larry Benton, Pres.  
Joe Floyd, Vice Pres.



represented nationally by H-R

## MIDCO

### Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Mpls.-St. Paul • KSO Des Moines



## MEDIA'S TREATMENT OF AGENCIES

Much has been written in your columns about how agency people should act when called upon by representatives of the various media. Too little has been said of how media should treat representatives of agencies.

During a recent trip to Rochester I had a chance to experience both good and bad treatment. The purpose of the trip was to obtain marketing information for one of our clients.

The first tv station I visited offered me 1,500 jumbo post cards and a window display when they heard I was interested in marketing help. As far as knowing anyone in the market to whom I could talk to, I had the feeling that they had come up on the same plane as I. They had no contact—and no suggestions.

Late during the day, I had occasion to go to WOKR—they live up to their middle initials—OK. By the time I had left Rochester, they had scheduled interviews for me with every important buyer, jobber and distributor of the product I was studying.

Too often the media forget that

they have a responsibility to assist the agencies in obtaining local information. We do not expect to receive a direct answer to any question, but we do expect to be told who to contact and to have these contacts made for us by the stations.

MICHAEL PRINTZ, marketing director, The Zlowe Co., New York.

## ENLIGHTENED PRESS-RADIO RELATIONS

I think the WQUA editorial that appeared in the Rock Island *Argus* on 5 November is an example of enlightened relations between press and radio, as well as an example of how far radio stations have progressed in the matter of editorializing.

We are told, incidentally, by an official of the *Argus* that this is the first time a radio station editorial has been reproduced in their pages, despite the fact that they own one of our competitors, WHBF in Rock Island.

J. MAXIM RYDER, manager, WQUA, Moline, Ill.

• WQUA's on-the-air editorial on Rock Island County politics was reproduced in its entirety by the *Argus*. Our salute to both WQUA and the *Argus*.

## SEMANTICS CAUSE CONCERN

I was shocked at the semantics in *Spot Scope* (29 October, p. 67).

The editorial implication is that top 40 radio stations are not "quality."

This statement is not expressed in quotes and therefore it appears as if *SPONSOR* magazine is saying that quality stations are other than those which play top 40 popular music.

Thought you would want to correct this unintentional slur of some of the top broadcasting stations in the United States.

ROBERT E. EASTMAN, president, Robert E. Eastman & Co., New York.

• It is hereby corrected. The original designation used was "quality music." "Music" was inadvertently dropped.

## SPANISH MARKET ADDITIONS

Re the Spanish Market section (5 November), KWPC (AM & FM), Muscatine, Ia., should also be in the Iowa stations list, with scheduled Spanish broadcasts.

For four years we have done a Spanish news and interview program for a four-month period from July through October. Well over 2,000 Spanish speaking persons come into the area for the harvesting of tomatoes and pickles. We schedule two half-hours weekly.

In addition to news in this area, we have made arrangements to bring them news from their own home areas in Texas and Mexico. GEORGE J. VOLGER, KWPC, Muscatine, Ia.

# 4-WEEK CALENDAR

## NOVEMBER

ABC Radio-Sindlinger symposiums: Detroit Athletic Club, Detroit, 27; Sheraton-East Hotel, Chicago, 28. Subject: effect of Sindlinger reports on advertisers.

Electronic Industries Assn. committee, section, division, and board meetings: Jack Tar Hotel, San Francisco, 27-29.

Maine Assn. of Broadcasters annual meeting: Augusta House, Augusta, Me., 28. Principal speaker will be NAB president Collins.

Advertising Research Foundation mid-western conference: Ambassador West Hotel, Chicago, 29. Theme of conference: "The Ideas Behind Agency Computers."

Advertising Federation of America board meeting: Poor Richard Club, Phila., 30; eighth district meeting: Red Carpet Inn, Milwaukee, 30-2 Dec.

## DECEMBER

NBC Radio and Tv Affiliates meeting: Americana Hotel, New York, 4-5.

Academy of Television Arts & Sciences meeting: Hollywood (place to be announced), 10. Feature: BBC documentary film, "Television and the World"; panel discussion: Hollywood Palladium, 19. FCC Chairman Newton N. Minow will participate with other industry leaders in discussion of "What Is Right and What Is Wrong with Television."

Assn. of National Advertisers first creative workshop: Hotel Plaza, New York, 11. Subject: management techniques in using creativity in advertising.

International Radio and Television Society Christmas party luncheon: Roosevelt Hotel, New York, 18.

On page 51 of your 5 November issue, you print a list of radio stations that you say carry Spanish language programming. Your statement is correct.

What I am concerned about is that you omitted KGNB at New Braunfels, Tex., which is a 1,000-watt daytime station with primary coverage of San Antonio, Tex., which has an estimated Latin population of 63%. Here in New Braunfels we have a Latin population of 45%. We have, since going on the air 1 April 1950, carried 2 hours a day of Spanish language programming and music with the same Spanish announcer as we started with.

F. T. WILSON, manager, KGNB, New Braunfels, Tex.



## Why WSLs-TV Bought Volumes 1, 2, and 3 of Seven Arts' "Films of the 50's"

### says Horace Fitzpatrick:

Vice President and Manager, WSLs-TV, Roanoke, Va.

"Our purchase of the Seven Arts' Volumes 1, 2, and 3 was no 'happy accident.' Our WSLs-TV Program Screening Committee, which passes on all TV films used by WSLs-TV, previewed the Seven Arts' Volumes and gave them the highest recommendation. As it turned out they were 100% correct . . . the Seven Arts' presentations enabled our station to take its position as the leading station in the Roanoke market in important time spots and has given WSLs-TV the

## HIGHEST RATINGS OF ANY FILMS. EVER

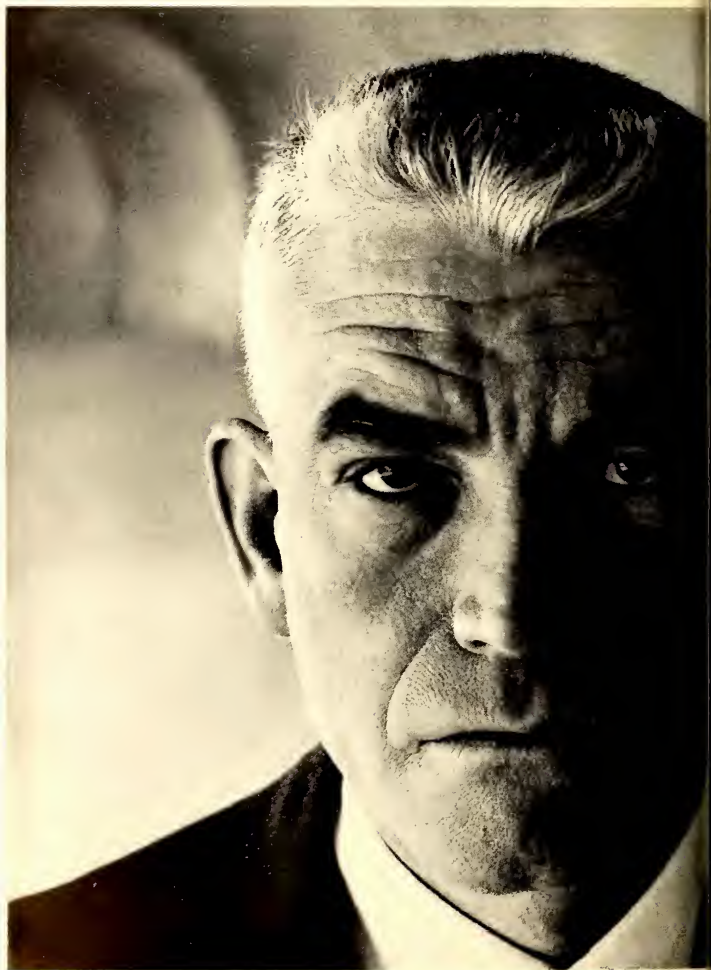
shown on the station. We feel the Seven Arts' "Films of the 50's" will enable us to maintain our top ranking position in the Roanoke market, particularly in the important Saturday, Sunday and mid-day areas where they have proved so successful to date."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 9-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)  
Individual feature prices upon request.





**This man makes \$23,000 a year.**  
**He owns his own home in San Francisco.**  
**He owns two cars.**  
**He is a drifter.**

His company transferred him all over the country. Spot to spot. Chicago, Atlanta, Memphis. Now, suddenly, he has a permanent post. San Francisco.

But. He has been a comer-and-goer. An involuntary drifter. And because of this, he has developed a detached attitude toward communities. He has become a non-participant. A spectator. He is now in the Bay Area with the chance to sink a deep tap root. But this area is growing like a flood-tide. The magnetism of California has attracted hundreds of thousands of new residents: They have brought with them a similar apathy for their new community. The Bay Area is a community of strangers.

Problem. How do you change this "Community of Strangers" to a community of neighbors?

Here's what one TV station, KPIX, is doing. One hundred and ten hours of uncommonly enterprising programming have been allocated to probe the Bay Area's problems; to dramatize its culture, its traditions; to make the Bay Area citizens care about their community, their common heritage, their responsibilities as neighbors.

The ability to influence people, project ideas and move products is characteristic of the Westinghouse Broadcasting Company Stations. Stations that demonstrate daily that community responsibility evokes community response.

#### **WESTINGHOUSE BROADCASTING COMPANY**

KPIX • San Francisco  
WBZ • WBZ-TV • Boston  
WINS • New York  
WJZ-TV • Baltimore



KDKA • KDKA-TV • Pittsburgh  
KYW • KYW-TV • Cleveland  
WOWO • Fort Wayne  
WIND • Chicago



More  
**TOBACCO  
SALES**  
per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

**WGAL-TV** Lancaster, Pa.  
**Channel 8** **NBC and CBS**  
STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

# SPONSOR-WEEK

Top of the news  
in tv/radio advertising  
26 November 1962

## **COLLINS' CIGARETTE TALK ROCKS TV ADVERTISERS**

Broadcasters are getting set for a series of shocks on the subject of tobacco advertising—of which NAB president LeRoy Collins' remarks last week in Portland, Ore., were only the opening jolt. The real issue is this: how will radio and tv come out in the Federal report on smoking to be released, probably in early 1963, by the Department of Health, Education, and Welfare? Some insiders believe that Collins' remarks—all made as spontaneous "personal views" and in no way reflecting the policy of the NAB board—were specifically designed to prevent broadcast advertising from bearing the onus of such a report. Collins' speech, delivered ambiguously (made at an NAB function but labelled personal) stated that broadcasters must ask their conscience to consider evidence that tobacco is "a serious hazard to health," that many smokers begin as teen-agers, and that advertising is designed to influence potential young smokers. Collins pointed a finger at manufacturers, agencies, "outstanding sports figures who permit their hero status to be prostituted," and at stations which carry the commercials. He informally suggested some amendments might be necessary to the NAB Code. As background, it's understood Collins watched a recent CBS TV program on the subject of smoking and reacted to favorable press comment on it; beyond that, there's the British tv Pilkington report of this year.

## **TV B WARNS MEMBERS RE REPERCUSSIONS**

Agency men, acting through TvB, are understood to have been trying to protect their end of what is a \$140 million annual broadcast expenditure (network and spot). Speculation was rife last week on what would happen if (hypothetically) tobacco commercials were removed from early evening tv. The economic and trafficking consequences of such a network shift are almost beyond comprehension, and it is not known whether evening and fringe time spot tv could carry such a load. Speculation ran especially high because in the aftermath of Collins' speech no concrete suggestions had been voiced. If Collins really had the forthcoming Federal report in mind, then the most important part of his speech was the statement that broadcasters should take corrective action "not because we are required to but because a sense of moral responsibility demands it." On Thanksgiving Eve TvB sent a memo to its members warning them that the tobacco industry was upset and to expect more repercussions both on the national and local level.

## **APPEAL REVERSES FTC'S BAN OF COLGATE MOCKUP**

Deeply significant to the commercial phrasing side of tv is a U. S. appeals decision, handed down last week in Boston, which overruled the FTC's taboo of the "sandpaper test" mockup for Colgate Shaving Cream. Exonerating both Colgate and Bates, the court held that the artifice by Bates of using plexiglas did not constitute deception since the "viewers are interested in and moved by what they see, not by the means." The court also expressed doubt as to whether Bates should have been named in the FTC complaint.

# **SPONSOR-WEEK**

Top of the news  
in tv/radio advertising  
(continued)

## **JFK, MINOW, ACLU STATIONS SUPPORT HAGERTY**

President Kennedy, FCC Chairman Newton Minow, and the American Civil Liberties Union have defended the position of ABC News chief James Hagerty in resisting pressure attempts by advertisers to censor news. But the ACLU also defended the right of Triangle's WHNC-TV, New Haven, and WFIL-TV, Philadelphia, to drop the program "if the principle of self-decision on news presentation is to be preserved." In New York City, two stations, WMCA and WNEW, went on the air with editorials which defended Smith or warned of advertising censorship of news. So did WJRZ, Newark.

## **NINE-MONTH NETWORK BILLINGS ROSE 13%**

Network tv gross time billings for the first nine months of 1962 were \$580.1 million, up 13.0% from last year, reports TvB. In September, billings were \$63.9 million, up 15.2% from 1961. From January to September, ABC TV rose 7.5% to \$149.1 million, CBS TV was up 17.8% to \$226.1 million, and NBC TV had an increase of 12.0% to \$205.0 million. All daytime increased 18.8% to \$179.7 million and all nighttime was up 10.5% to \$400.4 million.

## **MAGNAVOX-NAFMB PLAN STARTS TODAY**

In the first arrangement of its kind, Magnavox (K&E) today will begin receiving spot announcements on 150 stations for six to nine months. The cost, \$150,000, will be re-assigned by participating stations to NAFMB to start a research and promotion program for fm. NAFMB president T. Mitchell Hastings expected the fm project to involve research and agency media people and to be in full operation by January. The Magnavox buy is the largest in the history of fm. Elsewhere fm broadcasters are trying to differentiate themselves from am with a quality image of their own. Fm listeners earn more and spend more and are better educated, James Sondheim, president of Novo's QXR Network, noted recently. Broadcasters in fm point out that the programming can be quite different from am, and that many commercials accepted by am stations are not acceptable, forcing agencies to prepare special commercials for fm.

## **GROCERY INDUSTRY SEEKS MORE TV EDITORIAL COOPERATION**

A controversy was started by Grocery Manufacturers Association president Paul Willis, speaking before the annual TvB meeting in New York recently, when he asked for more editorial cooperation from tv. (*For story of speech and trade reaction, see p. 27.*)

## **Y&R OPENS MILAN OFFICE**

Sumner J. Winebaum will be managing director and Rita Maiocchi will be media director of Y&R's new office, opened in Milan, Italy, last week. The office will report to Francis E. Gearon, Frankfurt managing director.

**SPONSOR-WEEK continues on page 14**

## How the Cleveland muffler became a Star



Five years ago, when Philip Zeefe owned one Star Muffler Shop, he launched a radio campaign on WHK. Now he runs eight shops, making him the largest muffler man in Northern Ohio. "I'm sure," Mr. Zeefe points out, "that WHK deserves a large share of the credit for this growth." Want

to accelerate your sales in the Cleveland market? Ride with WHK, Cleveland's most popular radio station\*... the station which carries 50% of local radio business in this tough eight-station market. Contact Jack Thayer or Metro Broadcast Sales. WHK RADIO, CLEVELAND

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES  
JACK THAYER, V.P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.



# **SPONSOR-WEEK**

Top of the news  
in tv/radio advertising  
(continued)

## **DODGE INTO 65 MARKET RADIO CAMPAIGN**

Dodge (BBDO) has gone into a nationwide spot radio campaign to supplement its tv and print efforts. Campaign involves 65 markets with frequency of 40 to 150 spots per week per market in late November. Three one-minute commercials are being used.

## **INTERPUBLIC ACQUIRES AFAMAL**

Afamal, billing \$10 million and said to be the largest advertising agency in Africa, was acquired last week by Interpublic, parent company of McCann-Erickson and other agencies. It is the third acquisition in as many months; the other two were Victor Bennett and Johnstone.

## **GOODFELLOW ELECTED TO MBA POST**

Joseph W. Goodfellow of the WRC stations, Washington, has been elected president of the Maryland-D.C. Broadcasters' Association. At the same time Thomas S. Carr, WBAL, Baltimore, was elected vice president.

## **NBC ANNUAL AFFILS CONVENTION SET**

The annual convention of radio and tv affiliates of NBC has been set for 4-5 December in New York City at the Americana Hotel, with radio stations meeting on the first day, Tuesday, and television stations on the second day, Wednesday.

## **SIN, ANYONE?**

In an age filled with letter abbreviations, some of which even determine the proper name so the abbreviation will come out right, perhaps one of the boldest entries is Spanish International Network (SIN). In any case, the seven-station Spanish language border group last week appointed Gates/Hall as its West Coast sales representatives.

## **BERT LOWN OF CBS TV, 59**

Bert Lown, western manager of CBS TV affiliate relations, died in Portland, Ore., last week at the age of 59. Before joining CBS in 1951 he was an executive of the Muzac Corporation, and earlier he had long been connected with radio as a band-leader and song writer.

## **NBC TO TAKE PART IN JAMAICAN TV START**

NBC International is a member of a consortium commissioned by the Jamaican Broadcasting Corporation to provide technical, financial, management, and programing assistance for tv service to start next summer. During 1963, Sierra Leone and Sudan will also begin tv service with the aid of NBC International.

SPONSOR-WEEK continues on page 60

*Inherit the  
tremendous  
audiences  
these great  
Warner Bros.  
properties have  
built in your area...*



*Now available  
on an individual  
market basis*

Warner Bros. Television Division • 666 Fifth Ave., New York, New York • CI 6-1000



## AD MANAGER KNIGHTED!

DISCOVERS

# WHLI<sub>island</sub>\*

—4TH LARGEST MARKET IN  
U.S.—A SEPARATE, INDEPEND-  
ENT AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island)  
accounts for more Automoti-  
ve Sales than 24 states and  
its \$3¼ Billion Retail Sales  
out-ranks the following major  
metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are  
loyal to WHLI because WHLI  
provides exclusive programs and  
services that are vital to resi-  
dents of Long Island.

→ 10,000 WATTS

**WHLI**

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N.Y.

*the voice of  
Long Island*

PAUL GODOFOSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED BY Gill-Perna

# SPONSOR BACKSTAGE

by Joe Csida

## Hope for revitalizing syndie sales

For some years now, the coat of arms of the tv film syndication industry has been a pair of crossed, sopping wet crying towels, rampant on a field of unemployed film salesmen. No branch of television has taken the beating the syndicators have taken. All manner of developments have contributed to this state of affairs—hour-long shows, packed network schedules, time-slot scarcity, feature film on tv, expanded late evening local and network programing, and stations heavily inventoried with film properties they haven't run or on which they have subsequent runs planned.



The results, as the trade press has duly reported, have been lagging syndication sales and considerable retrenchment by the distributors. Another outcome of this situation, of course, has been depressed prices and awesome competition even more fearsome than before.

All in all, the picture, and certainly no pun is intended, has been a grim one. But in the opinion of one major syndication sales exec the next year should see a significant change. The exec I speak of is Dick Dinsmore, who has headed Desilu Sales, Inc., since that company started—even in the face of the grim syndication situation—in January of this year.

Dinsmore bases his optimism on what he describes as a small, but firm indication—an increase in the number of inquiries from advertising agencies as to open markets on some of the Desilu syndication properties. Intrigued (and, of course, delighted) by these inquiries, Dinsmore made some inquiries on his own and in each instance found that the agency had sought the information in behalf of a client who wanted to merchandise powerfully in the markets involved.

### You can't merchandise a spot

As Dinsmore notes, it is this ability for strong local merchandising which gave syndication part of its original impetus when the business first began. Another was the fact that local and regional advertisers could not compete, from a program point of view, in any other way than via syndication. Further, Dick adds, the magazine concept in network selling and the diminution of total program sponsorship by one advertiser is making merchandising and promotion of network shows by network advertisers increasingly difficult, if not virtually impossible. The network shows are virtually spot carriers and it's long been proverbial that you can't merchandise a spot announcement. Gone are the days when the majority of network advertisers could showcase a single, beautiful program that was theirs and theirs alone.

Dinsmore asks this logical question, "How can you merchandise a  
(Please turn to page 24)

# qualitative radio research has just been brought within reach of every budget



Until now . . . all Pulse local qualitative research in radio was conducted on assignment by individual companies . . . who shared the cost with no one.

But now Pulse takes qualitative research out of the realm of luxury . . . and into syndication.

**NOW GETTING UNDERWAY—IN 100 TOP MARKETS**

**RADIO PULSE**  
**LQR-100**  
Local . . . Qualitative . . . Radio

**FACTORS:** by station . . . by time period

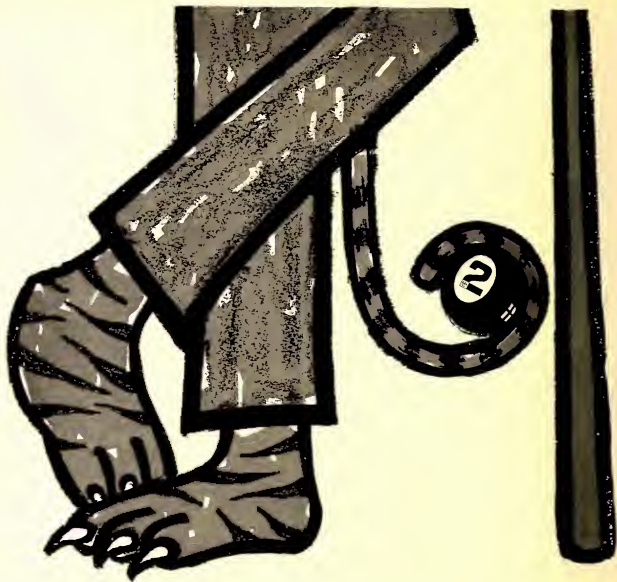
1. Age
2. Sex
3. Occupation
4. Size of family

Write, wire or phone George Sternberg, Director of Sales

**THE PULSE, INC.**

730 Fifth Avenue, New York, N. Y., Phone: JUdson 6-3316

*If you want to know not just how many, but how good . . . Pulse qualifies*



**ADVERTISING  
TIGERS**

**BUY**

**KPRC-TV**  
**HOUSTON**

"... Also Campus Tigers Wear Dickies Socks."



# SPONSOR-SCOPE

26 NOVEMBER 1962 / Copyright 1962

Interpretation and commentary  
on most significant tv/radio  
and marketing news of the week

The tv networks might find it expedient from a longrange point of view to take note of something that agencies say they're encountering in their discussions about tv with clients.

It's a disquieting subject and the theme is raised not only by clients that the agencies are trying to bring into tv but advertisers already knee-deep in networks.

As gleaned from agencies, clients, aside from mentioning the plaint about rising tv costs, are giving vent to almost a choral alarm over the high rate of network casualties among new nighttime program series. (It was 63% for the 1961-62 season.)

The question, in essence, posed to the agencies: If the so-called experts can't pick 'em at least a 50-50 rate, shouldn't they (the advertisers) be somewhat skittish about earmarking more money for network programming.

One advertiser put his appraisal this way: a manufacturer whose casualty rate for new products came to even half the rate for new programs would be deemed not only a bad picker but far removed from the public pulse; perhaps the latter is the malady afflicting both networks and the people doing the tv producing out in Hollywood.

CBS TV can expect Benton & Bowles to recommend to General Foods that it cancel out of Buffalo when the increased rates for that market take effect in March.

It was B&B that jointly with Compton spearheaded the recommendation that culminated in P&G's decision to lop Buffalo off its network lists because of the forthcoming rate hike.

Before it takes B&B's recommendation under consideration General Foods will, it might be anticipated, solicit the views on the subject of its other agencies, notably Y&R, which, incidentally, has been looking into the legality of a group of agencies or accounts taking retaliative action against a group of stations.

CBS TV sales and station relations makes no bones about its having a hot potato on its hands. Complicating the prospects of facesaving: the network's statement in a letter to a P&G agency that the network generates rate increases and they are not the result of affiliate pressure.

P&G's wholesale network pullout from Buffalo (as the increased rates take effect) poses for CBS TV daytime a complexity that's without precedent.

The advertiser controls Search for Tomorrow, Guiding Light, As the World Turns and Edge of Night, but CBS TV has the right to sell half of the latter two serials to other sponsors. And they now include Nabisco, Sterling, Vick, Alberto-Culver, Pillsbury, Lip-ton and Toni.

That ticklish situation is being discussed between the network and P&G, with CBS TV contending that it would be unfair to penalize these other advertisers by making them abandon exposure of the soapers in Buffalo also.

However, CBS TV is also inquiring of the serials' co-sponsors whether they're of the same mind at P&G as regards the rate increase.

Dates the cancellations take effect by network: ABC TV, 1 January; CBS TV, 15 March; NBC TV, 1 April.

You can expect a continuing reverberation from among tobacco advertisers and their agencies as a result of NAB president LeRoy Collins' comments about youth and cigarette advertising.

(For detailed coverage of this incident see SPONSOR WEEK, page 11.)

Lestail last week advised SPONSOR-SCOPE through F&S&R that it hasn't embarked on geographical pullback on tv coverage and that the only place it's limiting itself to a regional network is in ABC TV nighttime.

The company's tv plans for the start of 1963: a minute in Tonight for the full network, some participations in daytime network tv nation-wide and spot tv in 26 states.

Lestail is anxious to get the record straight because it doesn't want its brokers beyond the Mississippi to think they weren't going to get ample weight.

Gulton Industries (Compton) will have another new item to promote when it takes off on its spring tv campaign.

The newcomer: a cigarette lighter with a battery that recharges itself.

(See 19 November SPONSOR-SCOPE for an article on the job tv's done for Gulton.)

Out of the midwest comes a report that can and glass companies are expected to accelerate their inventiveness in dressing up the beer container.

Now that Alcoa has come through with the soft top cans (for Schlitz) beer marketers are looking for such thing as tab tops from the can people and "high fashion" shapes from the bottle makers.

And what does it bode for tv? Why, of course, a rush to demonstrate the superior utility and the decorativeness of the innovations.

As it happened, Alcoa's air splurge to support the introduction of Schlitz's soft top and the glass companies' counter special campaign on the no-return bottle got quite a favorable reaction from the brewers themselves.

Talking about sponsors who kick themselves for passing up shows that turn out smash hits, Alberto-Culver's Leonard Lavin, who's spending at the rate of \$30 million a year in tv, demonstrated that he's not above that antic, and in public too.

Lavin told the Chicago Broadcast Advertisers Club that he was offered one of the first cracks at Beverly Hillbillies and he thumbed it down because he didn't think it had a chance.

And, too, Lavin didn't hesitate to don sackcloth before his competitors. The gathering included people from Helene Curtis' four agencies.

On the less brooding side, Lavin took the occasion to tick off his three main tenants of achieving leadership in his field:

They were: (1) the marketing of quality products at premium mass prices, with distribution in all possible outlets; (2) a minimum number of executive personnel; (3) a maximum number of advertising dollars concentrated on television.

Quite obviously sales and profits are bouncing high for Whitehall (Bates) the current fiscal year.

The American Home Products' proprietary division has \$300,000 in advertising surplus that it proposes to put into nighttime network tv commercials all to be scheduled before the end of December.

This gambit might be chalked up as a first for radio: CBS Radio network sales are making a selling point of the fact that the network has a mechanical device which automatically maintains a proper decibel balance between the program content and the commercials.

The name of the mechanism is Audimax, and the citation by CBS Radio sales is evidently a response to the furore newsprint columnists have been making lately about stations stepping up of volume for commercials. Also criticisms of the practice by Interpublic's Marion Harper, K&E's William Lewis and other admen.

It's been a rough season so far for those who harness their values of a nighttime network tv series to ratings.

The shares continue to fluctuate wholesale with the issuance of each Nielsen 30-market report, with the result that Madison Avenue can claim the biggest battalion of second guessers it's ever known.

Of no minor disturbance to those who expect a fairly rooted stability of a network schedule is this factor: if you look back from the 4 November 30-market Nielsen you will find that in terms of shares 96 half-hours have changed by at least 20% since their season's premiere. Of these half-hours 41 were new shows and 45, holdovers. There are 148 prime time half-hours.

Looks like Beech-Nut Baby Foods (Y&R) will retain NBC TV as the exclusive repository for its daytime billing for the coming year.

The account's been lading it out on a 13-week basis but the chances are that it will set up a 52-week arrangement with this proviso: the right to cancel on four weeks' notice. Estimated rate of expenditure: \$3.5 million.

There'll also be heavy supplementing in spot tv. It's been running around \$750,000.

Johnson & Johnson (Y&R) has assigned the bulk of its network daytime business for the first quarter to NBC TV.

The package figures around 70 minutes and \$300,000 in billings.

Involved is most of the Micrin allotment and all of Arrestin cough remedy.

Another daytime renewal for the network: Calgon (Ketchum, MacLeod & Grove), seven quarter hours in the Price is Right.

Lever Bros. will be definitely back in daytime network tv for the second 1963 quarter.

The company has a flock of brand promotions on the way that will make it imperative that daytime spending be restored in even greater volume.

By that time the account may be in a better position to single out the programs it wants for daytime participation.

NBC TV research appears to have taken over the role this season of showing that there is more than one way of skinning a batch of ratings.

To counteract the competitive complexion of Nielsen's Top 10 in average audience NBC TV last week rushed out a research department "highlight" showing that when it came to most programs with a better than 30 rating in terms of total homes NBC TV had six, CBS TV six (if Skelton isn't counted twice) and ABC TV, one.

ABC TV also took occasion last week to beat the drum re ratings: the latest 30-market Nielsen showed McHale's Navy running ahead of Hazel.

ABC TV has but two minutes to sell (out of 16) on the All-Star game it's added to its American Football League schedule, with the date 13 January.

The participants set by minutes: Gillette, 8; Lorillard, 2; General Mills, 2; Lincoln-Mercury, 2. The price comes out to around \$20,000 gross a minute.

A program nut that CBS TV is expected to crack this week: the early 1963 status of the Fair Exchange series.

The network has an hour version of Twilight Zone standing by for possible substitution. Blurring a decision is the fact that Fair Exchange's share went up to 30% in the latest 30-market Nielsen.

# SPONSOR-SCOPE

Continued

The replacement of Robert Foreman with James R. Schule as chief of BBDO's tv program department suggests in a way the turn of an era for the agency.

Schule started with BBDO as a staff legalite, while Foreman's great suit has always been in the area of creativity.

From the fledgling days of radio BBDO has been quite eminent for the retinue of staff showmen sprouted by the program department—people like the late Arthur Pryor, Jr., the late Homer Fickett, Charles Underhill, Wick Crider, David White and Herb Sanford.

The time cost estimator may have reason to start looking over his, or her, shoulder as regards the longevity of the job.

Compton's media department is having a pilot usage job—or call it an experiment—done at Central Media Bureau to determine where the estimating function can be performed more efficiently and economically by punchcards.

If the pilot proves acceptable, the timebuyer will look to the end results of the computer to guide him instead of going to a staff estimator. The buyer still, of course, will have to make the buying decision.

But there's one place where the machine can't help: in case accounting finds that the billings from the station don't jibe with the machine some human will have to get back to the station and find out who's right.

P.S.: If you're an estimator at Compton, don't worry. The media department says it'll find other things for you to do.

As current Four A's chairman, McCann-Erickson's Marion Harper has good cause to preach the concept that advertisers should abandon the practice of making their marketing strategy a year-to-year thing.

Harper's contention that marketing plans should be carved according to at least a three-year cycle is rooted in a principle for which the Four A's has been fighting.

The incentive is simply this: if marketing plans were based on longrange strategy agency-client relations would become more stable and the business of cancelling out on six months or less notice would diminish substantially.

Tv research has been piling up answers to all sorts of questions over the years but there's still one puzzle that resides in the limbo of perplexity.

And that unanswered query, often cited by agency people, is this: how come Nielsen's station index furnishes 15% more audience than ARB's station ratings but Nielsen's network index runs 15% less than ARB's network ratings?

SPONSOR-SCOPE asked Nielsen to rationalize this one but without success.

Talking about the economic immensity of network tv, did you know that before the three networks ring up the curtain on a new season they're in for perhaps as much as a half billion dollars in table stakes.

The breakdown of that figure might roughly be estimated in this fashion.

AREA	TOTAL AMOUNT
Nighttime programming	\$300,000,000
Daytime programming, sports rights	100,000,000
News coverage, documentaries	60,000,000
Plant, personnel, fixed overhead	40,000,000
TOTAL	\$500,000,000

## First in Hoosier Hearts

*Peru, Indiana . . . once famed as winter quarters for the nation's finest circuses, still touches Hoosier hearts . . . young and old.*



## First in Hoosier Homes

Keeping alive this 50 year old tradition, Peru holds their annual "Circus City Festival", re-living the grand old days of sawdust, ridgpoles and greasepaint.

"Let's go to Circus City", the WFBM promotion spots said . . . inviting Hoosier listeners to a day with Channel six stars at Peru for the big "Circus City" celebration.

Seven hundred train seats . . . at \$8 for adults, \$5 for children . . . were snapped up by the WFBM audience in no time—another example of the pulling power and community acceptance you can expect from WFBM-TV in Indianapolis and the rich satellite markets surrounding the metro area. Let us show you the specifics now. Just ask your Katz man.



TIME LIFE  
BROADCAST  
INC.

**America's 13th TV Market**

with the only basic NBC coverage of 760,000 TV set owning families. ARB Nov., 1961. Nationwide Sweep.



GOING UP!  
Daytona Beach  
Orlando

NOW  
FLORIDA'S  
THIRD  
MARKET

AND  
SPACE AGE  
CENTER  
OF THE WORLD



WESH-TV

FLORIDA'S  
CHANNEL 2

CB

for Orlando  
Daytona Beach  
Cape Canaveral

## SPONSOR BACKSTAGE

Continued

show when you, as an advertiser, are identified with it only for a minute and are one of a number of advertisers?" He adds that *TV's Lucy Show*, with two alternating sponsors, presents a different picture and then counters with, "But if you are one of the advertisers in the 90-minute western show *The Virginian*, how can you expect to use, with maximum effect, point of sale and similar merchandising aids?"

I think Dinsmore's point is well taken. There has long been a school of thought in the advertising business which has felt that however strong a sales tool television may be, it and any other medium need something to close the gap between the desire to buy and the act of buying. It may only be a shelf tag or a bottle collar reminding the customer that this is the product advertised on such and such a program, but it has proved to be just the fillip needed to close the sale.

If Dinsmore's prediction that there will be a pick up in syndication show sales becomes an actuality, it will be an interesting development. Stations, of course, will welcome it since it means they'll get 70 cents of their rate card dollar, rather than the 30% of rate card they get from network programming. It will mean that the primary factor which has hurt syndication sales so much—the very success of network shows—will be contributing to its renaissance, however large or small that renaissance may be.


### Syndication costs less

Underlying this entire situation is still another problem, namely the costs of network programming, which have risen to the point where full or half program sponsorship is the rare exception for advertisers today.

A particularly dramatic recent illustration of how network program costs have soared was the purchase of the repeat of the Mary Martin *Peter Pan* two-hour telecast. Young & Rubicam and Warwick & Legler bought this repeat for showing via NBC TV on February 7 from 7 to 9 p.m. And even though it is a repeat of a show which had been performed twice before in live versions, it is costing sponsors Lipton Tea and Timex well over a half-million dollars, including time charges. And that is no second-hand price for the sponsorship of a show on its third round.

And in spite of the large costs, the merchandising possibilities are even further watered down by the fact that Miss Martin is doing another special (this one with Bing Crosby) which is scheduled for 10 p.m. on Christmas Eve. Clairol will be the sponsor of the Christmas outing.

In direct contrast, syndication program costs have been held at the same level for some years, a natural development where there is too much product and not enough playing time. Dinsmore and other syndication sales executives are hard-headed enough to realize that domestic syndication will probably never return to the heights it achieved a few years ago, but if the need to supplement network programming with local syndication does materialize, it could be highly important in stabilizing syndication and reducing, even if slightly, the risks of an always hazardous business.



***This is Atlanta!***

**wsb-tv**  
ATLANTA

*Represented by*  
**Edward Petty & Co., Inc.**

***Dean Jones, star of NBC's new 'Ensign O'Toole' series, reflects the spirit of WSB-TV's White Columns . . . the symbol of growth in booming Atlanta and the South.***

Affiliated with The Atlanta Journal and Constitution, NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte, WHIO WHIO-TV, Dayton.



San Antonio's

## Leaders in the metropolitan audience share...with greatest unduplicated ABC network coverage in the Southwest!

For many years San Antonio's Channel 12 has been a leader in the metropolitan audience share. Now, with its new Sky Scraper maximum tower and maximum power...this coverage has been extended to outlying communities of the San Antonio trade area. The new Channel 12 Sky Scraper will add an estimated 185,000 homes to its coverage...the greatest unduplicated ABC network coverage in the Southwest. See your Katz man for the facts.



Channel 12



THE KATZ AGENCY, INC.  
National Representatives

# GMA's Willis startles TvB members

- ▶ **Waldorf speech brings deep resentments**
- ▶ **GMA president seeks more "cooperation"**
- ▶ **Cites association pressure on magazines**

*In the opinion of many veteran industry observers, Paul Willis, president of the Grocery Manufacturers Association, speaking before the annual TvB meeting in New York on 16 November, raised a number of startling and debatable points when he asked for more tv cooperation in presenting the food industry story.*

*Because of the controversial nature of his speech, sponsor reprints it here in full, with editorial comment on the following page.*

**I**n your publicity covering your annual meeting, you say that industry is learning that it cannot increase sales just by increasing production and pushing more products through the distribution pipeline. It is the customer's pull that determines sales today, a pull transmitted through the chain of demand.

Our manufacturers as well as the distributors have been keenly aware of this for a long time. That is why they are annually investing so many millions of dollars in advertising and promotions. The theme of your meeting "The Chain of Demand" is right down our alley.

Before discussing your theme, I want to tell you a little bit about GMA—who we are and what we do. Our membership includes the

leading manufacturers of this country that produce most of the food and grocery items sold in supermarkets throughout the U. S. In addition to the regularly accepted items that make up the grocery basket, our manufacturers produce soft drinks, beer, cigarettes, beauty aids, general merchandise items—

most of the branded products available in supermarkets. In recent years many manufacturers who heretofore sold their products primarily through other channels and who are now marketing them through supermarkets have joined GMA, and we have been very helpful to them.

We have 20 working committees on which some 800 people serve actively. This includes committees on marketing, advertising, public relations, trade relations, employee relations, traffic, agricultural relations, broker relations, legislative, consumer services, and so on. Our



**Willis of GMA addresses TvB meeting in New York**

It was at this luncheon at the Waldorf-Astoria Hotel that Willis, pres. of Grocer Manufacturers Assn., shocked broadcasters with pleas on editorial "cooperation"

members look upon GMA as their organization to provide leadership with the trade, the public, the government, communications, press, and so on.

**Growth traced.** Our industry has had a fabulous growth, especially within the last two decades. It grew from a \$16 billion annual business to an estimated \$80 billion in 1962. This growth did not just happen because people have to eat, or because of population increases. Had we depended on these two factors only, our total annual food consumption bill would probably

people and to our total economy. Today's homemaker has the distinct privilege of selecting her groceries from an assortment of some 8,000 items instead of a limited selection of 1,000 items as before. Two-thirds of today's items are either new or were materially improved within the past 10 years. She prepares her daily meals of nutritious, tasty foods for a family of four, in 1½ hours compared with an earlier time requirement of 5½ hours.

Today's food products, in many instances, are far superior in nutri-

creasing. The American consumer never had it so good.

While our government's over-all cost-of-living index shows an increase of 17% within the last 10 years, exclusive of food, we are highly pleased to say that the cost of our government's standard "grocery basket" costs no more today at the supermarket than it did 10 years ago. This standard "grocery basket" set up by the government contains some 80 selected basic grocery items carefully weighted as to consumer usage. It is the composite cost of this "grocery basket" that the government uses as a monthly measurement of food prices at the grocery store.

Whenever we make the statement that today's grocery basket costs no more than it did 10 years ago, it naturally raises eyebrows for some people spend more dollars now at the supermarket than ever before. There usually is a practical explanation for this. The family may be larger today, and growing children require more food. People are also buying different and better foods. Additionally, they buy many other items at the supermarket: magazines, cigarettes, stockings, kitchen utensils, etc. . . . all are paid for out of the grocery budget.

Recently, you have seen several magazine and newspaper articles on "Why Our Food Is a Bargain." That is a correct statement, as it relates to the over-all cost-of-living items, and especially when measured in terms of hourly wages related to purchasing power. Ten years ago the American factory employee worked 51 hours to earn enough money with which to buy the government's monthly market basket of farm foods. This year he earns enough money from 37 hours of work to buy the same standard "market basket." He has the income of 14 hours work for spending for other things . . . a real contribution to our total economy. In this country, we spend about 20 cents of our dollar income, after taxes, for food. This leaves 80¢ available for buying other things. In Russia they need about 50 cents of their dollar to buy foods.

(Please turn to page 51)



## Ominous warning by Willis to tv managements:

**"OUR** manufacturers in 1962 will invest \$1.2 billion in advertising. . . I wish I could say . . . nice things about the relationships of our advertisers with tv. Even though the networks receive about 65% of their revenues from GMA members, there is lots to be desired in our relationships with their top managements."

now be \$10 billion instead of \$80 billion.

This extra growth resulted from many things . . . good management at all levels, fine teamwork among all segments of the industry, heavy investment in research, new and improved products, modernization of plants, new equipment, automation, and very importantly, advertising and promotions. It was the combination of these many factors that helped to promote this extra growth.

This industry has made great contributions to the American

tion, tastiness, safety, variety, and reliability of quality.

Today's new household items with their built-in maid service provide many time-saving devices which have materially lightened the homemaker's chores. Largely because of the availability of safe, tasty, nutritious foods, and the public's greater understanding and appreciation of the value of good eating, the American people, as a nation, are healthier now than ever before. Children are taller. Sports records are continuously broken and the life span is constantly in-



# EDITORIAL

what we believe in  
and what we fight for

## An outrageous and shocking speech

If you did not hear, or have not seen the speech delivered by Paul S. Willis, president of the Grocery Manufacturers of America, before the recent meeting of the Television Bureau of Advertising in New York, we suggest that you read it carefully. It appears on the preceding pages.

In our opinion it contains some of the most outrageous and shocking statements ever delivered at an industry meeting.

Worse still, it betrays evidence of a type of mentality and type of thinking which, unless checked soon and hard and fast, can easily destroy the whole structure of the American free press and free broadcasting.

Mr. Willis, posing as a spokesman for an \$80 billion industry, and waving the big bludgeon of a \$1.2 billion advertising expenditure, told TvB members that the time has come for more editorial "cooperation" with food manufacturers.

Blandly, and with the kind of innocence usually seen only among the very senile or very infantile, he revealed the disgraceful fact that last year a GMA committee put the arm on 16 supposedly powerful publishers.

In Willis' words, "We wanted to discuss with them the facts of life about advertiser-media relationships." In the GMA's bright lexicon, this means seeing to it that editorial and advertising departments understand their "interdependency."

The magazine boys got the message. In the past year a flood of puffy, p.r.-type food articles have appeared in *Life*, *Look*, the *Saturday Evening Post*, *Good Housekeeping*, *This Week*, *Readers' Digest*—name the proudest names in the mass magazine field, they've all knuckled under.

Gleefully Willis detailed the results of the GMA power play. But he went on ominously, "There's lots to be desired in our relations with top tv managements."

In other words, as one distressed TvB member remarked at the Waldorf, "He's telling us, 'We've ground the print boys under our heels; now we're going to start in on you.'"

## Misguided, fallacious thinking

Well, maybe that will happen. But sponsor believes that the time has come when all thoughtful broadcasters, publishers, and advertising men must stand up and challenge publicly the entire Willis-GMA concept.

It is based on fallacious, misguided, misbegotten thinking, and the sooner its GMA adherents get slapped down, the better off we all shall be.

Paul Willis is wrong, dead wrong. And the reasons why he is wrong have nothing to do with those old-fashioned, mandlin arguments about the need to preserve "editorial integrity" or protect the pristine virginity of editors and program people from the lecherous assaults of the advertising department.

The real evil in the GMA approach, as *Tv Guide* editor Merrill Panitt pointed

# EDITORIAL

Continued

out recently to the ANA (see *Commercial Commentary* 19 November), is that this kind of pressure leads inevitably to a weakening of mass media advertising values.

There isn't an editor or broadcast program chief in America today who isn't subject to an almost unbearable barrage from public relations image-builders who want to cadge free time and space to promote their own special interests.

And when this barrage is backed, as it is by GMA, with the ugly, bullying, implied threat of advertising cancellations, it is not always easy to resist.

But it is absolutely imperative—not only for reasons of self-respect and integrity, but for the advertisers' own ultimate good—that the resistance be vigorously and constantly demonstrated.

In any mass medium the primary responsibility of an editorial or program executive is to *deliver an audience*—a specific, sizeable, interested, even enthusiastic audience.

He owes this not only to himself and to his owners, but especially and most importantly to his advertisers.

And the only way he can be certain of building, holding, and stimulating this audience is by constantly seeking out its real interests, and discovering new ways to challenge and appeal to it.

He cannot hope to do this if he turns his medium into a house organ for special interests. He cannot do it with a policy of accommodation and appeasement.

He must continually fight against those who say, "This is what I want your public to read or hear." He must stand firm in providing what his public itself wants to receive, and digest.

Otherwise, he betrays himself, and inevitably betrays his advertisers.

## Who does Willis speak for?

In presuming to act as spokesman for the grocery manufacturers' industry, Paul Willis, as president of GMA, seems to have impressive credentials.


But sponsor wants to know—does Willis really have the specific backing of the companies which make up the Association's membership?

Among these are such important tv advertisers as Procter & Gamble, General Foods and General Mills.

Is Willis speaking for Howard Morgens, president of P&G, Charles G. Mortimer, chairman of General Foods, and Charles H. Bell, chairman of General Mills?

Sponsor has addressed personal copies of this editorial to each of these gentlemen and asked them specifically whether Willis, in his pressure tactics on mass media, reflects their sentiments. Or is he merely a harmless bureaucrat, speaking wildly and violently out of turn?

If the GMA president actually represents the viewpoint of leading GMA member companies, then we believe these companies should themselves be attacked.

If he doesn't, then he should be reprimanded by his membership. 

# A profile of farm radio-tv in 1962

- **Stations beef up farm programing, staffs**
- **TRFDs invaluable to advertisers**
- **Youth now entering ag-communications**
- **Rural-suburban overlaps affect programing**

**F**arming today is the center of more "numbers games" than there are lies in a pigsty. To name a few:

- In Washington, the 1959 Census of Agriculture is still being poured over in order to determine how many "farms" and "farmers" there are, according to new definitions, and where they are located. Soil bank and other farm programs are also the root of much arithmetic.
- The number of farms continues to decrease while the farms themselves get bigger, as sponsor delineated in the last two annual farm issues along with other statistical data (\$46 billion income, \$208

billion assets, etc.).

• Simultaneously, mechanization has swelled the number of surplus farm workers. The Committee for Economic Development, which considers this underdevelopment a large part of an overall government problem, recently recommended as a remedy, "a program to permit and induce a large rapid movement of resources, notably labor, out of agriculture."

• Meanwhile, radio and tv stations continue to add to their farm programing and to add to their farm programing stalls. Also, colleges continue to increase the number of agricultural communications courses.

• In California, it was evolved by Dr. Perry Stott, chairman of the Soils and Nutrition Department at the University of California, that the U. S. should stock a two-year food supply within walking distance of each citizen in the event of national disaster.

• And, at least on the East and West Coasts and around the big "metro" areas, an increasing number of rural and suburban areas are beginning to overlap with resultant changes in radio and tv programing, advertising approach, and product merchandising.

The CED plan for retaining surplus farm workers, according to Norman Kraft, director of agricultural affairs for the Mutual Broadcasting System, calls for "an out-movement of two million farm workers from agriculture over the next five years."

Kraft, heard six days a week on 250 stations, suggested a bi-partisan approach to a solution of the farm problem: "Either we succeed in



**In the city or on the prairie, it's still farm programing**

The grazing problem in Philadelphia isn't as bad as it looks in photo (l). Bovines were on WCAU grounds as part of dairy promotion. Aerial photo (r) shows part of tent city near Grand Island, Neb., site of corn picking contest which WOW covered





**An RFD at work—assisting at livestock auction**  
KWKH's (Shreveport) Farm Director, Jack Dillard (with hands raised) participates in junior livestock auction with 4-H exhibitor. Sales aid 4-Hers at annual fair

taking agriculture out of the political arena or the dwindling rural representation in Congress may find the growing representation from the cities of a mind to do away with federal farm programs entirely.

"How much longer," he asked, "will the American people—farmers and non-farmers alike—endure

spectacles such as the one we have just witnessed: eight months of high-level bickering, resulting in a farm bill that is completely pleasing to almost nobody and promises to feed the fires of farm policy controversy when the 88th Congress convenes in January?"

Kraeft's program, which origin-

ates in Washington D. C., was expanded to six days a week this year when American Cyanamid Co. began sponsorship of his *News-Farm News* three days a week. Thus Saturdays were added to the schedule in September to accommodate Pioneer Chain Saw Division of Outboard Marine Corp. three days a week.

**'Like small grocers.'** In discussing the mechanization problem, Joe Baisch, vice president and general manager of WREX-TV, Rockford, Ill., likened the passage of small farms to the disappearance of small grocery stores due to the growth of supermarkets.

"A lot of people don't seem to realize," Baisch said, "that the investment for a family farm today—at the low end—is about \$25,000 and goes to about \$150,000. And instead of the old 40 (acres) they have from 700 to 1,200—at least in this area. But they have three tractors and only one hired hand to work it, outside of the immediate family."

One solution to the problem of keeping jobless farm workers in the areas in which they were born and raised was repeated to sponsor by Giles H. Miller, Jr., president of the Culpepper National Bank, Culpepper, Va.

**Industries aid jobless.** Because of the continuous floods and droughts, the townspeople were never sure of their water supply and the farmers were never sure of their crops. Last year, the local people raised \$65,000 and joined with the farmers to eliminate the problem through the Mountain Run Watershed Project.

As soon as the water problem was brought under control, two industries moved in—a steel products mill and a woman's wear mill. These enterprises now employ 400 people, many of whom were farmers.

### Station activities

When commercial radio debuted, it found an immediate indispensable niche on farms throughout the world as a provider of news, weather bulletins, market prices, and enter-



**Taking part in the Cub tractor radio/promo drive**  
Man behind the wheel is WLW's (Cincinnati) RFD Bob Miller. Ad-lib messages on 129 stations, promotion stunts skyrocketed sales in suburbs as well as on farms

tainment. Today it soothes animals in the barns, and transistor-size radios now accompany workers in the field.

Almost from its inception, a special type of programming—farm programming—was developed to meet the needs of this special audience. Just as quickly, the value of sponsorship was recognized by the manufacturers and advertisers of seed and feed; fertilizers and chemicals; animal health; insecticides, pest and weed killers; petroleum products; consumer, and institutional.

Al Long, John Blair & Co.'s farm specialist in New York, noted: "Commercial farm radio in recent years has been developed into a powerful sales stimulant through the combined efforts of professional farm directors, their area coverage stations, and the leading farm advertisers."

**Audiences loyal.** "This sales effectiveness," Long continued, "is the result of a) the new farm radio programming which has built large and loyal audiences and b) the use of the radio farm director as an agent for his exclusive advertisers during the time he is in the field with his staff collecting the vast amount of material necessary for the new programming."

He suggested that an advertiser's local sales force "should work directly with the station and the RFD in coordinating their efforts on key accounts or wherever it is most productive."

In Chicago, Blair's farm director, Bob Walton, explained the daily practical side of farm programming: "The early morning farm show on most area stations is a calculated way of getting forced tune-in and a running start on their competition."

"The noontime farm shows," he continued, "gain maximum total area circulation for these same stations and likewise provide a competitive advantage to the station going into the afternoon listening period."

**Prefer live messages.** Later, Walton noted that major farm advertisers recognize the value of the RFD's personal influence and "prefer the live participation of the

RFD in their commercials. Some even rely upon the RFD to work from fact sheets. They ask that the RFD custom tailor the copy to his individual market."

As for coverage, the greatest single carrier of farm programming is the Keystone Broadcasting System whose 818 farm stations reach 78% of all U. S. farms (2,902,825 of

teresting to note how at least one agency man refers to radio. Robert Kunkel, client services account executive, Leo Burnett Co., Chicago, declared: "Our radio is divided into three groups—cornbelt, milkbelt, and broiler areas. It may be we will add a beef area someday and we have at times had a special program in egg areas."

## NATRFDer are homeward-bound

**MEMBERS OF THE** National Assn. of Television and Radio Farm Directors—the uniquely qualified group of advertiser-farmer go-betweens—are returning home today from their 19th annual three-day meeting in Chicago to their familiar "early bird-night owl" life.

The activities of the TRFDs, who number over 600 on 145 radio stations in 35 states and Canada and on 79 tv stations in 33 states and Canada, are too well-known to require but the briefest mention: early broadcast hours, long field trips, frequent chats with farmers, dealers, government extension workers, fairs, meetings, and government hearings.

But mainly, TRFDs are salesman; knowledgeable men who have earned the confidence and trust of farmers in their areas, and who work with sponsors, their distributors and dealers.

**National Sales Representatives who work with NATRFD stations are:**

Advertising Time Sales	Hal Holman Co.
AM Radio Sales	The Katz Agency
Avery-Knodel	Daren F. McGavren Co.
John Blair & Co.	Masla Associates
CBS Spot Sales	Peters, Griffin, Woodward
Henry I. Christal Co.	Pearson National Reps.
Thomas F. Clark Co.	Edward Petry & Co.
Crosley Broadcasting Sales	Radio-TV Representatives
Gill-Perna	Paul H. Raymer Co.
H. R. Representatives	Venard, Torbet & McConnell
R. Harlow	Walker-Rawalt
Harrington, Righter & Parsons	Hal Walton Inc.
Geo. P. Hollingbery Co.	Weed & Co.

3,703,224) and 85% of the top 400 farm counties.

Each of these stations air an average of 16 full quarter-hours of farm programming weekly, and more than 85% of these KBS farm stations use either a county agent or a station farm director on the air in programming which appeals directly to the farmer and his family.

To digress briefly, it might be in-

**Radio/tv saves cotton.** That farm audiences not only hear radio and tv, but are actually listening and even motivated by them, was perhaps never more dramatically demonstrated than it was in Texas' Rio Grande Valley late this summer.

A 70-cents/hour pay increase for Mexican Nationals (*braccios*) to pick cotton made their hire pro-



hibitive to farmers who would have had to pay \$41.25 per bale for picking alone. Since purchase of new machines was out of the question, the Texas Employment Commission was called upon to procure machines to custom-pick the crops at a cost of \$20.25 per bale.

The TEC asked KRGV (AM & TV), Weslaco, for assistance. Farm director Charlie Rankin immediately aired the needs of the valley's farmers type of machine, acreage, first or second picking, etc. This was repeated, as a public service, on Rankin's morning and afternoon radio and tv programs.

When the dust settled, the TEC congratulated the station for helping to get 90-95% of the 370,000 bales machine harvested and bringing the 1962 cotton season to a successful close.

**TEC hails RFD.** The TEC letter read in part: "Charlie Rankin's farm program was directly respon-

sible for turning out more than 50 cotton picking machines at times when they could not be located by any other manner in time to meet the demand. Idle machines were located in Hidalgo, Cameron, and Willacy counties and referred to the points of need in a matter of hours, whereas the normal placement process would have taken days."

One of the more unusual farm events this year, the International Mushroom Conference from 28 October to 2 November, was covered by WFIL (AM & TV), Philadelphia.

Nearly 300 people from eight foreign nations attended the meeting which is held in a different country every three years. This conference, the fifth, was the first to be held in the U. S.; the next to be held here will be in 1977.

Chester County, Pa., annually produces \$38 million worth of

mushrooms and is the largest mushroom producer in the world. WFIL shot 10 minutes of film as the visitors toured farms in the mushroom center, according to TRFD, Dr. George Webster.

**Mushroom story taped.** Later, a half-hour show was taped which included the film, parts of meetings and interviews.

The biggest problem among mushroom growers of the world this year? Fomosa, with its cheap labor and low standard of living, is trying to steal the market away.

More typical farm broadcasting activity was KWKH's (Shreveport) sponsorship in January of a day-long agricultural conference, "Ark-La-Tex Hay Day" in Shreveport. Highlight of the event was the judging of more than 250 hay samples. The station's farm service department director, Jack Dillard, awarded prizes.

In Grand Island, Neb., WOW

## Universities, C4As prepare youth for ag-communicator's job



Long aware of the need for competent young people in the field of farm communications, and especially in agriculture advertising, the University of Illinois (in photo above) last fall offered a major in Agricultural Communications to undergraduates in the College of Agriculture and College of Journalism and Com-

munications, Urbana, Ill.

Students taking the major follow one of three options: 1) advertising; 2) news-editorial, and 3) radio-tv, while at the same time satisfying all the requirements for a degree in agriculture.

This step by a highly respected institution was heartening for the Chicago Area Agricultural Advertising Assn. which has long been concerned about the dearth of qualified young people interested in an ag-communications career.

For years the C4As had questioned university officials, journalism professors, and students on college campuses to find out how best to interest young people in entering the field.

Two years ago, a plan was outlined to spell out the opportunities in agricultural communications and to give some idea of the kinds of jobs which communications provided by Don McGuinness, vice president of Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency, and Dix

Harper, vice president, radio-tv, AFM&H.

This January, as a result, the C4As will start to send two-man teams to conduct 30-to-40-minute seminars (to fit in with classroom schedules) at the universities of Illinois, Iowa State, and Minnesota as a start, followed by Wisconsin, Missouri, Kansas, Purdue, and Michigan State. Cornell, Oklahoma, Ohio State, and Nebraska also may be added to the list, in addition to other "schools that have an agricultural journalism curriculum which amounts to something."

The seminar outline includes these points: Farming Today (facts and trends); Agricultural Communications (what they involve, definition and scope, how they are used); Job Opportunities, and Basic Qualifications for Employment.

The C4As, presided over this year by Joe Pettit, advertising manager of International Harvester, was formed in 1957.





#### Radio network, agency, and client discuss seeds of campaign

In Chicago at Keystone farm network presentation are (l-r): George W. Oliver, Needham, Louis & Brothly v.p.; Edwin R. Peterson, KBS sen. v.p.; Arnold E. Johnson, NL&B v.p.; Willard Johannsen, Massey-Ferguson a.c., and John Cole, NL&B v.p.

(AM & TV), Omaha, broadcast 32 direct reports from the National and Nebraska Corn Picking Contest last month. The radio and tv stations have been co-sponsors of the state contest for 10 years, and co-sponsors of two national contests (1956 and 1962).

**\$3 million in exhibits.** Twenty-five WOW staffers were on hand to assist the station's farm service director, Arnold Peterson, and Frank Arney, associate farm service director. More than 51,000 people visited the two-day event which displayed equipment valued at over \$3 million from 105 exhibitors.

In Illinois, WREX-TV, Rockford, last August set up nine remote telecasts a day at the Winnebago County Fair, with tv farm director Gene Hines. In Philadelphia, also in August, WCAU conducted a Dairy-Go-Round picnic and open house, initiated by the station's Farm Director, Hugh Ferguson.

The station's radio grounds and parking lot hosted 20,000 people (and a dozen cows) during the 6:05 a.m. to 4 p.m. promotion to increase the use of fresh milk and

dairy products. In 1961, WCAU hosted an "Eggs 'Round the Clock" promotion at which 5,000 people breakfasted free on the station's grounds.

**WMT farm staff grows.** If it is true that the proof of culinary suc-

cess is in the eating, then it must be valid that the proof of a station's farm programming success is in expansion, such as at the WMT stations (WMT (AM & TV), Cedar Rapids, and KWMT, Fort

*(Please turn to page 50)*



#### Radio ownership among commercial farmers last spring

The percentage of farms with radios, the percentage with four or more radios, and the average number of radios per farm in the six U. S. regions shown above are: (1) 98.1; 51.3; 3.8—(2) 97.1; 27.9; 3.0—(3) 96.8; 36.8; 3.2—(4) 98.6; 29.7; 2.9—(5) 97.2; 39.1; 3.3—(6) 97.3; 47.1; 3.8. Source: Doane Media Report



One of five new stations to rise, channel 6 abuilds for Providence

FCC recently okayed petition to move WTEV (TV) channel 6 from Martha's Vineyard to Rhode Island. New ABC affiliate hopes to pull away 20% or more of the homes now watching Boston, plans to open with a rate card 20% under current rate

## How a new channel changes a market

- ▶ Record number of cities add channels at once
- ▶ New tv outlets give growing pains to market
- ▶ Ad dollars, viewing homes rise, share changes

In the 15 years that television has been in existence, a number of markets have moved from one- to two-station towns and a few have progressed from two- to three-transmitter territories. But never before in the hectic history of the video tube have so many markets advanced to three-station status at the same time.

Actually four cities, Syracuse, Rochester, N.Y., Grand Rapids, Mich., and Charleston, S.C., all added a station within 60 days of each other; and a fifth market, Providence, R.I., will be a three-station town by the first of the year. What no one really knows is just what might happen in any or

all of these growing markets.

Omaha, Boston, Pittsburgh, and New Orleans are towns that have lived through the three-station growing pains but in every instance there is little in the way of a comparable track record that can be studied. And to complicate research even more, most of the top brass now in the executive chairs were not on hand when the third station entered the scene; and those that were are not talking now, at least not for attribution.

**Corporate amalgamation.** And, for a further fillip, two (in Syracuse and Rochester, N.Y.) of the new stations are a corporate amalgamation of as many as 10 differ-

ent units that were fighting each other for the allocation. To get the channel in action before some other community put in a bid for it, these groups, with FCC approval, united to get on the air while the Commission continued examining their applications. Eventually one of the applicants in each town will be awarded the channel.

What some sideliners cannot forget—and what they wonder about—is what happened in radio when similar shotgun marriages were applied. In one famous wedding by edict, now no longer in operation, the four owners spent most of their time sniping at the general manager—each hoping to replace him with 'his own' man—and making individual deals for favorite advertisers. Presumably this will not happen in video because the stakes are much stiffer and a successful operation can pay off like a slot machine.

A few things are known about what happens when a market goes from two to three stations:

- More advertising dollars flood into the market.

- Homes viewing television increase, some say slightly, others say as much as 10-15%.

- The share of audience is spread over three stations so that the two older stations have less.

- Beware the market if the new station starts out by cutting prevailing rates and offering package deals.

**Cutting rates.** In one midwestern market a veteran station exec said, "It's been five years since we had to cut our rates to compete with the new station and we still haven't been able to get them back to where they should be and would have been if that new outfit hadn't been so hungry. We're three years behind other similar markets when it comes to a rate hike." The same sales executive also noted, "But these days with ABC program strength matching NBC and CBS, the need for cutting rates is not so great. When the new station came to this market the flexible rate card took the place of ratings."

Each of the new stations is counting on a strong promotion, publicity, and advertising campaign to deliver an audience and revenue. And some of the new outlets have rosy ratings to show.

But Boston, where WHDH became the third video outlet just five years ago, has a past performance chart that says: 1) Despite all the fanfare, fuss, and fury the new station will not capture audience immediately. 2) The climb will be gradual, not sudden; steady, not spectacular. 3) The toughest nut to crack will be the local news slots of the other stations.

Here is the ARB chart for Boston in sign-on to sign-off shares for the three stations starting with November 1957, when WHDH opened with an ABC affiliation. Note that WHDH switched to CBS TV in January 1961.

	Stn. A	Stn. B	TV
11/57	46.8	48.4	...

12/57	41.8	42.5	15.6
12/58	37.7	36.0	25.0
12/59	36.5	32.5	31.0
12/60	32.6	32.4	31.5
12/61	35.0	29.0	33.0
9/62	37.0	24.0	36.0

**New assets.** Today's third stations have available to them some assets that were not around five years ago; conceivably this could make a difference. These plusses include: off-network programing with more listener appeal than the syndicated shows of yore and considerably more flexibility when it comes to programing against the existing stations; a live Steve Allen show to slot against late movies and NBC's *Tonight*; and some "fatcat" program slots on existing stations that never had competition and could fold under pressure.

How it all works out only the next series of surveys will show.

Meantime, the race for revenue and ratings is on and these are some of the intangibles being weighed by the handicappers doing the buying, selling and the sweating.

**Timebuyers.** More adjacencies could make it easier to get better spots and perhaps establish some new franchises if the new station holds audience in its local program time. More rate cooperation will come from the existing stations especially if the new outlet starts offering package deals. More hard selling will come from the reps of availabilities in program slots built around shows that were good rating producers on the network, and might produce as well in this market.

The Ben Casey and Dr. Kildare sock-type shows will deliver ratings as they do everywhere, but the

This tongue-twister is Greek for "the love of number 13" WZZM (TV) Grand Rapids, smothered the market with the word "triakaidekophilism," and then programed the ABC affiliate to make the slogan come true



Charleston viewers were told they could "C More on IV" WCVI (TV), Charleston, staged shrewd play on call letters for promotion. NBC outlet also promoted color, gimmick of third stations to compete with oldtimers

lesser shows, those no longer on network, those that wowed viewers in 1958, will they hit as hard and score as well in 1962? The buyer that guesses right—and here the computer can be of no help—is a hero.

*Media researchers.* A reshuffle of estimated coverage impact by fringe stations. Until ratings and reception shake down, it means they are guessing in replying to queries from marketing men. They wonder about the impact of competing programs, about local program tricks and twists, and what these can be doing to suddenly available spots.

They know the new stations will get a certain amount of curiosity tune-in and hold an unknown portion of this tune-in if the new station programming and signal is as good as that of the older stations. So, as one adept agency researcher put it, "We sit and wait to see what happens."

*The reps.* During the first flush of success, of the excitement of the opening, things are great and the sell is easy. Then the gloss and glitter wear off and they're again breaking their backs with a hard competitive sell. One of the pro's

among these pitchmen explained it thusly, "For the first two weeks everyone throws some money into the market; everyone helps to get the new station rolling. Then, just when everything looks like your new station is an automatic buy, suddenly the honeymoon is over. Then everyone starts worrying what the first ARB will show and we're back selling the future rating potential of the new station vs. the proven rating deliverability of the old station."

*The network feeding the affiliate* is always happy to get that third station, especially when it hasn't had a primary signal in the market. It means full exposure of the network programs, more equitable competitive saturation (Casey is great in 110 markets but Kildare is better in 150 markets), and more network revenue as advertisers add the new market to their station list.

*The other network* is happy as hell to get that other network's programs off its affiliate!

*The other stations in the market* get all fired up and have to remember how to get out and hustle for local listeners, regional revenue, and national spot dollars. And to stay alive they remember

how it was and start doing it.

*The market itself* is harvest time for all other media as the new station buys time on radio, space in print and on outdoor boards, buses, taxicabs, and anything else available. More national advertising dollars pour into the market. Competition gets keener, selling gets sharper, and viewing goes up as programs the audience has heard about appear on the new channel. Viewers are happier, too, as the truly jumbo shows on each network fall into their own slot on each of the three stations instead of two giants being in conflict as sometimes happens when two networks are trying to clear time on one station.

*Time salesmen in the market.* Suddenly everyone is an engineer talking about: signal overlap, co-channel interference, low-band vs. high-band quality, and short stick vs. high stick signal strength, as salesmen look for arguments to downgrade the newcomer and vice versa. For the first time since radio's directional antenna rig permitted local low-watt outlets to use clear channel wave lengths, engineering factors have become an issue in selling tv time.

*Programming.* Suddenly the premium is on sharp thinking, shrewd reasoning, innovation-inclined program people to devise the touches that may swing viewers to the new channel. And color programming, even down to special I.D.s with musical jingles to boot, gets the go-ahead because it gives the new station an exclusive edge to ballyhoo and promote.

Thus WNYN (TV), the new channel 9 in Syracuse, promoted itself as the "Colorful Channel 9" along the entire media route. And programming capitalized on local working habits to make a quick score with listeners.

**Building an audience.** Presumably the other stations didn't worry about the fact that factories in the Syracuse market have a 4 p.m. quitting time, that these workers are home and beginning to hit the supper table by 5 p.m.; and ready for an evening of television by 6:00 or

(Please turn to page 51)



**Network stars arrive in Syracuse opening night**

Carol Shell, merchandising dir., WNYN (TV), greets ABC TV stars Bob Conrad and Troy Donahue for opening ceremonies. On hand to help are Charles Kinney, PGW tv v.p. (far r) and W. Donald Roberts, PGW Chicago tv sales manager



**Sponsor identification with the community problems**

Record sale of public affairs programming was made by WCBS-TV, N.Y., with package to Chock Full O'Nuts. L. to r.: Sam Ostrov, pres., Chock Full O'Nuts; Norm Walt, Jr., v.p. and gen. mgr., WCBS-TV, and Jack Rosenthal, pres., Peerless Adv.

## Pubservice tv packages click locally

- ▶ **Trend is toward multiple schedule buying**
- ▶ **Tv stations busy selling such program plans**
- ▶ **Favorable public image for advertisers**

**I**ndubitably, the tv station trend is toward selling multiple schedules of public affairs programming in package deals. And with an alert eye to beefing up their images and sales, there is mounting evidence that advertisers are lending a ready ear to such long-term arrangements.

Advertisers, national, regional and local, are indeed bounding into what might well be described as "consistent community-level communications" via the 21-inch screen with the use of quality public affairs programs.

Notable examples of this can be

seen in the recent jumbo-sized purchases made by advertisers on individual network & stations. Among the first of these deals was the record sale of a package of 52 weeks of public affairs activity on WCBS-TV, New York, to Chock Full O'Nuts, which sells coffee, doughnuts and light restaurant meals in the New York metropolitan area.

**West Coast purchase.** Similarly, the sale of the heroic-sized local public affairs schedule on KNXT, CBS-owned tv outlet in Los Angeles, to regular Maxwell House coffee. In the case of the coffee

account, the sale was made via Ogilvy, Benson & Mather, with Ray L. Beindorf, general sales manager of KNXT, playing a dominant role in shaping the deal. In the matter of Chock Full O'Nuts, Peerless Advertising, Inc., represented the client, and Norman E. Walt, Jr., vice president and general manager of WCBS-TV, played a significant role in the negotiations.

Nor has WNBC-TV, the flagship station of NBC, been idle in developing what appears to be one of the most attractive opportunities for a group of sponsors to participate in a public affairs programming project. Peter M. Alle, station manager for the New York video outlet of NBC, last week alerted top-rung advertisers and their advertising agencies to a subscriber plan entitled "Pathways," which permits





#### Packaging interrelated programing over 52 weeks

Chock Full O'Nuts Corp. bought public service shows over WCBS-TV, N. Y., including *Eye* on N. Y. (above). Scene from program dealing with unwed mother

10 companies to participate in a 52-week sponsorship of five established public affairs programs each week. The programs add up to three hours and 15 minutes of live informational shows.

**Institutional plugs.** Affe explained that each of the companies would be visually identified at the beginning and end of each show. A "Pathways Rotation Plan" will permit for two 60-second institutional plugs in each of the five shows—one at the start, one at the finish. "In a period of 10 weeks, each subscriber's message will have appeared in both the open and close of each of the five programs," Affe said. The cost for a single company participation in this project would come to \$25,000 per year. The five programs are *Dorothy Gordon's Youth Forum*, *Direct Line*, *Open Mind*, *Dialogue*, and *Recital Hall*.

Jay J. Heitin, national sales manager for WNBC-TV, said the plan was being sold via special mailings both to clients and their agencies. At the client level, the offer was extended to chairmen of boards, presidents, and the vice presidents who look after advertising. At agencies, the deal was being proffered to vice presidents in charge of radio and tv, client account execs, and media directors.

For national advertisers with localized problems, this was described as an ideal setup, according to Affe.

He pointed out that a motor car maker, for example, might have an excellent national reputation but his standing in certain areas might be poor. Still other companies could improve relations "with the public, local governmental agencies, schools and other local institutions—to be 'good neighbors' in the communities where they do most of their business or have major plant facilities."

**Starts in 1963.** "This is a marriage of quality programs with quality advertisers," Affe told sponsor. "That's what we hope to achieve in 'Pathways.'" Affe said that "Pathways" should be rolling strongly by the first of the new year. He was aiming to fit in the project with advertiser fiscal budgets for the beginning of 1963. Affe also indicated that all commercials would be institutional in nature and designed to reflect a favorable public image on the advertiser. In other words, no hard sell copy would be permitted, he added.

**Favorable impressions.** For all concerned, the sale of public service programs has been paying off in good will. To date, the majority of companies sponsoring local documentary schedules and allied features appear to be pleased with the results. Obviously, in terms of good will, the results have been, in many instances, nothing short of sensational. On a national network level, this has been amply illus-



#### Offers a cooperative plan

Peter Affe, WNBC-TV, N. Y., gen. mgr., has plan for selling five shows

trated time and again by the public service program buys of DuPont, Ford, Bell & Howell, Corning Glass, Gulf, Purex, Westinghouse, Hallmark, Prudential, to name only a few. And it is proving equally true on the local level. When the client decided to go local on KNXT, a spokesman for Ogilvy, Benson & Mather explained the buy as follows: "The KNXT buy introduces a concept in sponsorship by regular Maxwell House coffee to gain local identification with programs that make a significant contribution to community life." The KNXT buy includes full sponsorship of two choice-time hour-long documentaries, the monthly *KNXT Reports* and alternate weeks of *Viewpoint* and *Los Angeles Reports*, two half-hour public affairs series. The coffee sponsor also bought spot announcements on the weekday early morning *Odyssey* classroom program.

Also, along the same lines, First Federal Savings and Loan Association of Chicago, via Ladd, Wells and Southward, Inc., purchased a flock of public service features on WBBM-TV, Chicago, another CBS-owned tv outlet. Still another sponsor for public service programs on WBBM-TV was Illinois Bell Telephone Co., via N. W. Ayer & Son, Inc.

**Great media buy.** Commenting on the sale of the multiple public (Please turn to page 57)



# Department store takes tv for image

- ▶ **Washington's Woodward & Lothrop a tv fan**
- ▶ **Image fashioned by choice of items for spots**
- ▶ **Color tv best showcase for quality merchandise**

**I**mage," the much-battered word of the advertising industry, gets grandstand play when it comes to department store advertising. With similar lines, items, and sometimes even prices, more and more department store moguls are finding image the best commodity to push, and many are learning that local television is a good medium to push it.

Woodward & Lothrop in Wash-

ington, D. C., an \$80 million a year organization, with six suburban units and foundations started on two more, is one of many stores that knows polishing the store image on tv pays. "Woodies" tested the idea of color tv four years ago, used live demonstrations to advertise one product representative of the store's quality lines. The test was positive and the store has continued strong tv

advertising ever since that time.

Although tv expenditures are now relatively low compared with newspaper spending, the store thinks color tv particularly effective for presenting merchandise in the most appealing manner. The formula "faith equals budget" allocation applies here: expenditures in the medium have picked up 30% over 1961 and are expected to continue rising. Right now tv shares the larger part of a \$250,000 radio/tv budget.

"Television has proved itself the fastest growing medium and is capable of bringing the same success to local advertisers that it has to national advertisers—it certainly



**Carefully selected items on tv help create the right image**

Fashion shows on WTOP-TV, Washington play a large part in establishing the medium-to-high fashion image for Woodward & Lothrop. Two fashion shows a year, in fall and summer, are given, with no tv dept. store competition

has for us," says a store spokesman.

**Fashion shows.** The store image of medium-to-high class merchandise is perhaps best showcased on the half-hour spring and fall fashion shows, sponsored completely by Woodward & Lothrop. No other department store in the area has a fashion show—in fact, no other store uses tv in any great amount—giving Woodies a "fashion image" jump on its competitors. During the past 17 months three fashion shows have been broadcast on WTOP-TV and WTTG-TV, Washington. These shows usually cost about \$4,000 each and are broadcast during prime time following mass audience shows with female appeal. The most recent show, in September, was adjacent to the *Ed Sullivan Show*.

Since the store first used tv it has been sponsoring a half-hour Sunday afternoon local program, *The 25th Hour*, on WTOP-TV. In keeping with Woodies' image-building policies, the program demonstrates the leisure time activities of people in the nation's

capital, and has included appearances of groups from all the performing arts, as well as visits to art galleries.

The International Fair held every year during November brings in foreign items which add color and prestige to the tv campaign.

**Image every day.** Woodward & Lothrop has found that an effective image presentation must be a continuous one, with a combination of programs and announcements 52 weeks a year.

The largest tv spend goes into 20-second color spots 24 times a week with additional 10-second spots, all on WRC-TV, Washington.

The one-station spot campaign has changed little since the first year in 1957. At that time 16 live announcements were broadcast, combining 20-second spots with minutes. The 1962 fall season began with 19 20-second and seven I.D.s, increasing the budget about 20%.

Through the years the department store has secured its pre-

ferred spot times and placements, holding on to them without change. Thirteen of the 20-second announcements are broadcast after 6:30 p.m. The remaining six spots are slated two at 8:30 a.m. on the *Today* show, three during the afternoon in "women's" time periods, and one in late Sunday afternoon "family" time. Additional I.D.s are purchased for special store events, and two-minute announcements for special times.

**For kids only.** Although the word "image" has little meaning for the younger set, Woodies believes children are nevertheless attracted to advertising on shows they enjoy most. At least one spot a day advertising children's toys is placed on WTTG-TV's *Romper Room* all year-round, representing \$13,000 of the ad budget.

The program idea is syndicated and produced live in numerous markets. The name, theme, set, and script are similar in each city, but the child participants and the mistress of ceremonies are from the Washington, D. C., area. Department store executives feel the program is one of high quality which parents would want their children to watch. Besides entertaining, the program is also designed to teach. Miss Connie, mistress on WTTG-TV's *Romper Room*, attracts large numbers of junior viewers to various stores whenever she puts in an announced appearance.

**Image through items.** Usually three items are selected to be advertised each week. These items are picked carefully to represent the character of the store, and, they must be items appropriate for merchandising. Usually the articles are chosen from: 1) men's wear, 2) women's fashions, and 3) alternating home furnishings, appliances, and children's clothes.

The copy for the items is soft sell. Fashion models appear on the scene and describe their apparel.

The importance of establishing an effective image through items was pointed up strongly in a 1959 Television Bureau of Advertising study of four department stores (The Dayton Store, Allied Stores, (Please turn to page 58))

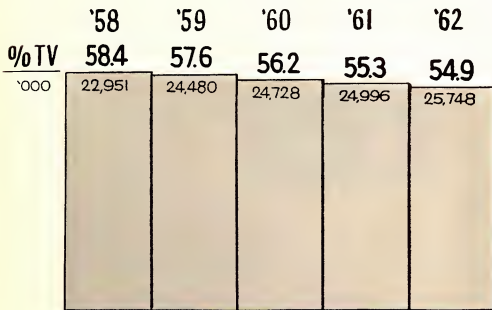


Kids associate store toys with show they enjoy

Woodward & Lothrop is a steady toy advertiser on WTTG-TV's *Romper Room*. Miss Connie, mistress of ceremonies, attracts many children to the W&L stores

## PRIME EVENING VIEWING HAS DECLINED HOMES USING TELEVISION 7:30-11PM SUN.-SAT.

MAY-APRIL



HOME ESTIMATES AS OF JANUARY EACH YEAR

## Nielsen details tv viewing trends

- ▶ Reports on the "State of the Medium"
- ▶ Daytime usage up, nighttime lower
- ▶ Viewing of entertainment specials down
- ▶ Feature films big in metro areas

**T**he Television Audience, 1962" published by A. C. Nielsen Co. is a fact-filled 175-page report on the "State of the Tv Medium" detailing trends in audiences, viewing, seasonal patterns, programing, and such special interest subjects as tv strategies of competing brands, and spot dollar distribution.

The full report is confidential (available only to Nielsen complete service subscribers) but the re-

search firm has released to sponsor a number of meaty charts and statistics which deserve wide industry study.

Certain to receive major attention are the Nielsen findings on the state of evening tv viewing where the trend is slightly down. Only a rise in daytime viewing allows overall tv usage to remain at substantially the same level (5 hours, 6 minutes average per home per day)

as it has been the past three years.

**Night tv patterns.** Nielsen "homes using" figures for prime evening hours (7:30-11 p.m.) show a slow but steady fall-off over a five year period. In 1958 58.1% of tv homes watched during prime evening time. In 1959 57.6%, in 1960 56.2%, in 1961 55.3%, in 1962 54.9%.

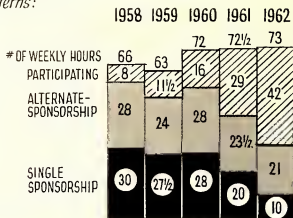
Only the fact that the total number of U.S. tv homes has risen in this period makes it possible to claim that "more people are watching prime evening tv than ever before."

By contrast, however, Nielsen shows a gain for daytime viewing (from 1 hr. 21 min. in 1959 to 1 hr. 29 min. in 1962, per average home per day).

## EVENING PROGRAMS ARE BEING SOLD IN SMALLER PIECES

MON-SUN • 7-11 P.M. • JANUARY EACH YEAR

*Sponsorship patterns:*



In this connection, the real gain has come in the afternoon (2-5 p.m.) period. While morning set-use has remained stable, afternoon viewing is up from 20.3% of homes in 1959 to 22.2% in 1962.

**Fringe time viewing.** Early evening (5-7 p.m.) viewing has remained relatively stable in the past few years: 36.7% of homes in 1959,

compared to 36.4% in 1962.

Late evening viewing has also maintained a steady rate—21.6% of homes in 1959, 22.1% in 1962. It is therefore the slight drop-off in prime evening which will cause a certain amount of thoughtful concern among tv operators, especially since advertisers and agencies at recent ANA and 4A meetings have

been protesting against "increase in rates without comparable increases in audiences."

**Seasonal viewing.** A number of charts in the Nielsen "State of the Medium" report are devoted to portraying seasonal viewing patterns. Among the highlights are these facts:

The summer drop in tv viewing continues as a major phenomenon, and the greatest differences between winter viewing and summer viewing are in the late afternoon and early evening hours. In morning hours homes using tv drop only 10-17% in summer. From noon to 5 p.m. the decline is 19-22%. But for the hours 5-6 p.m., 6-7 p.m. and 8-9 p.m. the drop-offs are respectively 32%, 33% and 30%.

Both winter and summer, women account for more than 40% of all tv viewing. Children and teenagers do slightly more summer viewing than winter, and men viewers drop off in July-August.

Among daytime programs, afternoon ratings tend to have more of a seasonal decline than do those for morning shows. The effect of this is that afternoon programs deliver larger audiences than do morning shows in winter, slightly smaller audiences in summer.

**Sponsorship patterns.** The Nielsen report details interesting changes in the patterns of network tv sponsorships both daytime and evening.

In 1958 only 8 of 66 evening hours on the networks were given over to participating shows. By 1962 this ratio had swelled to 42 participating hours out of a 73 total.

Similarly, single sponsorships have declined sharply. They accounted for 30 hours in 1958, only 10 in 1962. Alternating sponsorships have also declined in number.

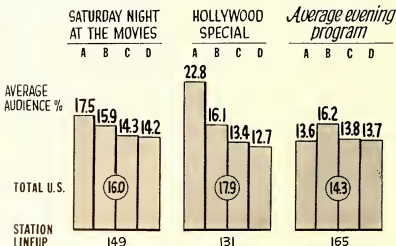
An almost equally dramatic shift has taken place in daytime. Of 350 network ¼ hours per week available in 1959, only 80 were given over to participations, the balance to single sponsorships.

By 1962, however, 145 of the networks' 365 ¼ hours had taken the participating route.

**Program mortality.** Nielsen presents charts on the proportion of

## FEATURE FILMS HOME CHARACTERISTICS *by* COUNTY SIZE

MAY-JUNE 1962



new programs on the '62-'63 network schedules which dramatize the high mortality rates.

Only 57 of the 100 network shows on the air last fall are re-scheduled this season, and of the new shows introduced for the '61 season, 23 have been dropped.

**Feature film audiences.** Both tv and advertising executives will be deeply interested in the section of the Nielsen study dealing with network feature films.

*Saturday Night at the Movies* usually attracted better than average audiences but showed wide variations in audience shares from week to week, ranging from 28% to 39%. Performance apparently was based on the appeal of a particular movie.

*Hollywood Special*, also above average, showed a variation in share of audience from 23-36%.

Both the NBC TV and the ABC TV entries displayed some other unusual audience characteristics. They were strongest in heavily populated metropolitan counties, in the northeast, east-central, and Pacific Coast territories, and appealed to young and middle-age groups in middle and upper income homes.

**Entertainment specials.** Another category of programming which received special attention in the Nielsen report is entertainment specials.

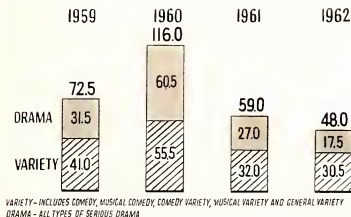
This type of program has declined sharply from its peak in 1960 when 116 network hours were devoted to drama and variety specials. By contrast, only 48 hours were scheduled in 1962, with the steepest drop in the dramatic classification (from 60.5 hours in 1960 to 17.5 hours in 1962).

Ratings for dramatic specials have also been declining and average performance of this type of show has been below that of average evening programming throughout the year. Variety specials, in contrast, have consistently seen better than average ratings.

Nielsen reports, "On the average, entertainment specials do not perform as well as the programs they pre-empt. In 29 out of 47 cases in the past season, the special did not do as well as the regularly sched-

## Programming: HOURS DEVOTED TO ENTERTAINMENT SPECIALS

OCT-APRIL



uled program it replaced.

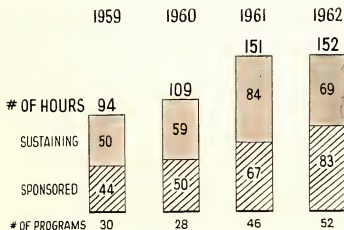
**Public service programming.** In the section of its report dealing with public service, Nielsen notes that there has been a 60% increase in the number of hours devoted to public service since 1959, but that much of the new programming is not sponsored (only 55% of the current 83 hours of this programming is

advertiser-paid-for).

Average audiences for public service shows, says Nielsen, have remained fairly constant (approximately 10% of homes) but in four years approximately 400,000 new homes have been added to the audience. This fact, plus the increase in hours programmed, has doubled the home telecasts viewed.

## PUBLIC SERVICE PROGRAMMING HAS INCREASED

OCTOBER - JANUARY





## HALEY'S COMMENT



Every once in a while, some physical fitness expert comes up with a report on America's breakfast habits and warns us that if we don't all stop flying through the morning meal, we're eventually going to be too weak to eat the evening one.

Now I have a sneaking suspicion that New Englanders, by and large, are pretty good breakfast eaters. I'm a juice, bacon and egg, toast and coffee man myself, and I understand there are still lots of New Englanders who start the day with corned beef hash or pork chops or some other substantial meat dish in addition to the more universal breakfast foods, and some who still finish the meal with a whopping piece of pie.

One New England breakfast habit I really do know about though is the New Englander's habit of tuning in WEZE first thing. You see, between 6 and 9 a.m., we play only the liveliest selections from our Wonderful World of Music, and we intersperse them with complete NBC news broadcasts, local news bulletins, traffic information, and weather reports. This, apparently, is just what New England wants to get it off to a good start in the morning. Maybe that's why we have more local advertisers than any other station — people who really know the New England market, know which station that market tunes in to. Our programs go so well with hearty appetites — buying ones as well as breakfasting ones, that is.

Sincerely,

*Arthur E. Haley*

Arthur E. Haley  
General Manager



Other Air Trails stations are:

WIZE	WKLO
Springfield	Louisville
WCOL	WING
Columbus	Dayton
WRIT	
Milwaukee	

## TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

Timebuying defectors don't always find themselves in rep-land after hurdling themselves out of the buying side of the business. Sometimes they land in the world of public relations. A case in point: Diana Wallach, former media director for Braco Associates and, earlier, time-buyer at Kenneth Rader, both New York, joined The Softness Group as administrative assistant last week.

Long-time adman Bill Dekker is the new media director (and v.p.) at Fletcher Richards, Calkins & Holden (New York), replacing John Ennis. Bill, who spent 18 years of his savvy ad career with McCann-Erickson (New York), first as director of broadcast media, and later as media director and a v.p., goes to FRC&H after a year at Lambert & Feasley.



Saskatoon, Saskatchewan stumps timebuyers

Get-together was hosted by CFQC-TV, Saskatoon (see item below). Attending: (Seated l-r) Compton's Dick Brown, Bob Pape; D-F-S's Bill Keeler. (Standing l-r) Arthur Scott, Canadian sds. development dir., Young TV; Blair Nelson, v.p. gen. mgr. CFQC-TV; and Stan Feinblatt, research, Young TV

A casualty of the International Latex account shift: Reach-McClinton's Rene Reyes. Also still on the available list: Pete Holland, formerly of SSC&B.

It was a somewhat startled group of Gotham buyers who found themselves face to face with a bit of "brain-storming" when they were invited by CFQC-TV, Saskatoon, Saskatchewan, to attend a special market presentation at the Sheraton-East Hotel recently. The "unfortunates" were asked to participate in a how-to-spell-Saskatchewan-contest (in five seconds, yet). There were no winners.

Among those in attendance: Grey's Joan Stark, Joe Murray, Bob Greenstein, Joel Segall; Dancer-Fitzgerald-Sample's Bill Keeler, Ron Babic, Bill Willis, Martin Ozer; Compton's Dick Brown, Bob Pape,

(Please turn to page 48)



Vast quantities of television market data—



## Digested

The new ARB TV Market Digest is another major step in providing media planners with the most comprehensive television market and marketing information available. This one volume puts an end to costly searching time — no more checking through several sources of set counts, station circulation, market rankings and all the 'must-know' data necessary to effectively plan television campaigns. It's all here in the Market Digest, ready to become a valuable part of any research library. And what's more, it is all comparable data based on the same survey period, using the same research techniques.

Whether it is the county-by-county set count estimates by states, serviceable market and station rankings by varied criteria, or thorough individual market data for more than 220 television markets, the Digest proves itself a unique planning tool with extra dividends of convenience every time it is used. This new report, another in the Media Management Series, is available now from your ARB representative.



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THE SOUND OF THE CITY IS...

# THE NEW WROC

- ★ NBC BASIC with NEWS, EMPHASIS, MONITOR
- ★ LIVE ACTION LOCAL SPORTS
- ★ DYNAMIC LOCAL NEWS COVERAGE
- ★ NEW "SOUND OF THE CITY" PERSONALITIES

CONTACT YOUR  
PETRY REP OR

JIM SCHOONOVER  
Station Manager



**WROC RADIO**  
ROCHESTER, N.Y. 1280 NBC



**HARRY STRAW, OF THE DRY HAIR ADS,  
DIDN'T MAKE THE TRICORN CLUB**

He just didn't know that North Carolina's No. 1 metropolitan market is the fabulous 3-city "Tricorn"—Winston-Salem, Greensboro, High Point—No. 1 in population, households, retail sales. Knowing that gets you in this exclusive club, Harry. Then schedule WSJS television, the No. 1 way to saturate the Tricorn Market, and you'll get a Club hat with feathers provided it fits your tousled wig!

**WSJS** **NBC**  
TELEVISION

WINSTON-SALEM/GREENSBORO/HIGH POINT  
Represented by Peters, Griffin, Woodward, Inc.

## TIMEBUYER'S CORNER

Continued

Noel Becker, Lloyd Werner; Parkson's Ruth Bayer; Morse International's Aurora Blando; Benton & Bowles' Bob Jones, Ralph Butler, Tony Kloman; Street & Finney's Helen Thomas.

Agency-hopping dept.: EWR&R's (L.A.) Leslie Wallwork who was tagged by reps (in that area) as "a fast thinker, a perceptive and logical buyer" during sponsor's survey and subsequent story ("They're the Top Buyers on the West Coast," 1 January 1962) is now supervisor of broadcast media at McCann-Erickson, L.A. ... Frances Calandro went from Potts-Woodbury, Kansas City, to Winfield Advertising, St. Louis.

New buyer: Ann Goldstein at Kal, Ehrlich & Merrick, Washington, D.C. Ann, who worked as "right-hand-man" to other buyers there for the past two years, will buy radio and tv on all the agency's accounts now.



Olga Kandel

The Corner pays its respects this week to Olga Kandel, Swan & Mason's (New York) radio buyer. Olga, who joined Swan & Mason in 1960, was elevated one year later to radio timebuyer specializing on the Oral Roberts program account. A gal endowed with more than the average share of talents—especially as an artist—Olga's list of educational credits reads like an ad for higher learning. A native of Greenwich, Conn., she was educated at New York's Washington Irving High School, City College, Hunter College, and Cooper Union School of Art & Architecture. As a linguist, the Swan & Mason buyer need take no back seat to most since she's able to converse fluently in French, Russian, and Ukrainian. An insatiable traveler (when does she find the time?), Olga has already traveled extensively in the United States, Mexico, the West Indies and Europe. Her greatest love, however, is art. Always interested in painting, she dabbled first in the art by attending several adult education art classes. In 1957, however, she decided to study painting seriously and, as a result, was graduated recently from a five-year art course (evening sessions) at Cooper Union. Currently she is studying privately with Victor Candell, a well-known artist and co-director of the Provincetown Workshop, Provincetown, Mass. She's looking forward to having her own exhibit in a year or two.

Back at his BBDO (New York) buying chores after an 11-month Army hitch at Fort Devins (Army Security Agency), is Jim Walsh. Jim's now buying on Campbell Soups and Gilbert Toys—accounts he inherited from Roy DuBrow who was recently moved up to the agency's business development department.

Bostonians Helen Horrigan, media director, Charles Hutchinson, and Jean Starkey, Ingall's media director, made the rounds in the Big City last week on a combination pleasure and business jaunt.

Can't help wondering (along with the Madison Avenue basketball association): whether OBM's Art Topol is ready to face up to another crack at the sport after last year's unexpected turn of events.

**PEOPLE-ORIENTED** . . . person-to-person radio, programmed with a continual awareness of its audience . . . people, as individuals. Radio keyed to the mood of the hour, 'round the clock . . . friendly, family radio, "people-oriented" in the Albuquerque area. People who listen, like it . . . people who buy it, love it!



**KQEO**

**HAS**

**P.O.**

**YOU MEAN**

**PEOPLE-**

**ORIENTED**



THE JOHN BLAIR



STATION

**KRMG**

TULSA,  
OKLAHOMA

**KIOA**

DES MOINES,  
IOWA

**KQEO**

ALBUQUERQUE,  
NEW MEXICO

**KLEO**

WICHITA,  
KANSAS



robert e.  
eastman & co., inc.

## FARM RADIO

(Continued from page 35)

Dodge, both Iowa).

WMT's farm staff has doubled (it's now four) in less than three years. This growth has been necessitated by: 1) continuation of a 15-minute noon farm show on WMT-TV five days a week; 2) expansion from 13½ hours to 15 hours a week on WMT, and 3) the addition last year of two daily farm programs on KWMT, totaling 15 hours a week.

## Typical farm tv

A spot check of tv activity in typical farm cities produced this summary:

Little Rock: KARK-TV farm director Bob Buice presents a daily five-minute segment in an hour format at noon. He presents farm news, interviews, and demonstrations.

Houston: KPRC-TV's farm department, headed by George Roesner, puts together a 45-minute early Saturday morning round-up of the

week's farm news.

Oklahoma City: KWTV's farm director Wayne Liles and associate farm director Bill Hare alternate presenting the station's daily farm show, *Farm News and Markets*, at noon. In addition, current farm market information is reported directly from KWTV's special tv unit in the city's stockyards daily at 7:45 a.m.

Montgomery: WSFA-TV farm director Crawford Roquemore began a daily hour show in April which includes news, farm news, weather, farm personality interviews, entertainment, community bulletin board, interview, birthday calendar, music, thought for the day, market report, hymn, and closing.

## Farm radio case history

As a direct result of a one-week radio and promotion drive last spring for International Harvester's Cub Cadet tractor, dealers throughout the country racked up amazing sales records and in some cases cleaned out their inventory and fell behind in their orders.

Nearly 600 fact-sheet, ad-lib commercials were placed from 14-20 May on 129 company-sponsored stations by IH's agency, Aubrey, Finlay, Marley & Hodgson.

In Minneapolis, 53 Cub retail deliveries were made during May. For the same month in 1961, eight deliveries were made. In St. Paul, the numbers were 65 this year, 21 last year (in May). In St. Louis, a dealer was approaching 200 sales at the end of July. In Cedar Rapids, sales among district dealers totaled 80 during the special week.

**No time to spare.** Ten days before the campaign was to begin, AFMRH notified all RFDs and all contacts with IH stations that a sudden decision had been made to get the Cub Cadet inventory moving right away and there was no time for art work, copy, plates and schedules.

The agency challenged: "You say radio is immediate, flexible, fast and gets results! Well, prove it!" A brochure was enclosed with instructions that it be used as a fact sheet and that messages be built from it according to each individual's style. Ideas for off-the-air tie-in promotion were included in ad-



*If There's A Screw Loose At  
Your House, Chances Are  
It Came From Rockford*

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley Industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.



REMARKABLE ROCKFORD, ILLINOIS

dition to a list of prizes to be awarded top salesmen.

**Messages localized.** As a consequence, the commercials were localized to push those Cadet features most timely and important in each station's area. Many stations used testimonial interviews from Cadet owners, and several dealers appeared on radio and tv programs.

Along with this 100% effort, radio firm directors and their company-sponsored personalities went to work in off-the-air promotion activities as a tie-in with the broadcast advertising. They also succeeded in carrying out many merchandising activities with dealers to build interest and to get exposure for the IH Cadet and matched equipment.

**101 uses.** Some of the promotion stunts were clever. One Cub was used for bull-pen transportation at Philadelphia baseball games; the first Cub buyer was permitted to dump an RFD from a trailer.

Today, dealers realize how many Cub Cadet uses were overlooked. Many suburbanites got on the Cub wagon for gardening and snow removal, but the dealers never expected that:

Malstrom AFB, Great Falls, Mont., would buy one to tow light planes; a Shelby, Mont., beer distributor would buy one to haul his heavy barrels; golf course and cemetery groundkeepers would buy so many.

## GMA'S WILLIS

(Continued from page 28)

**\$1 billion advertising.** Our manufacturers are highly promotion-minded. In 1962, they will be investing \$1.2 billion in advertising. A 1961 listing of the top 100 advertisers in seven media showed that 30 of the first 50 manufacturers belong to GMA, and 57 out of the top 100. In addition to media advertising, our GMA members spent many millions of dollars in promotional material and in the marketing of their products.

This year they will invest over \$120 million in research for the creation of new products and the improvement of their old ones, and new uses for them.

# IN INLAND CALIFORNIA FARMING IS



## AND SO IS BEELINE RADIO

The 52 counties of Inland California (and Western Nevada) served by BEELINE RADIO are very big in agriculture. Three of the nation's top five agricultural counties are located here. Total value of 1961 crops was \$1,600,000,000\*.

\*(Sales Management's 1962 Survey of Buying Power)

Best way to reach the people who are making and spending it all: the five BEELINE stations. Altogether, they deliver more radio homes in this region than any other combination of stations — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D). Ask our reps, Paul H. Raymer Company.

**McCLATCHY  
BROADCASTING  
COMPANY**





We are very promotion minded.

Our industry has a splendid record of teamwork cooperation of all the segments which make up the Life Line from farm-to-table. Our manufacturers enjoy a fine relationship with each other, and we work in fine harmony with the six national distributor associations and their members. This fine teamwork cooperation has contributed greatly to improving the facilities of distributing our products to the American people.

Today's success of a company's business carries no survival guarantee for tomorrow. Many products which were considered old standbys yesterday have been replaced with improved models or with different products serving the purposes more efficiently and economically. Examples: cake mixes have reduced the needs for baking powders and other ingredients. Detergents have taken the place of soap in many instances. Instant and frozen products have become regular household items. Any concern that does not invest heavily in research, in advertising, in new and improved products will find it increasingly difficult to keep pace with progress.

For this audience, it is not necessary to comment upon the rising cost of advertising, whether it is per page or per broadcast. You know the story, and GMA members know it. Our manufacturers

are great users of advertising. Naturally, they are concerned about the rising costs, not only covering advertising, but all costs. While costs are increasing, competition is growing constantly more severe, and the rate of profit per dollar sales is heavily squeezed. What I want to say is that manufacturers must constantly realize a greater sales return from their advertising dollar. How can we bring this about?

**Bread and butter proposal.** Last year we met with 16 top management people of national magazines. We wanted to discuss with them the facts of life covering advertiser-media relationships. We pointed out that many years ago the advertising department of the manufacturer and the sales department operated independently of each other, even though both had the same purpose, namely, to increase sales. Management did something about it. Now they are coordinating the work of both departments, and they key into the director of marketing. Both departments supplement each other. Taking a page out of that book of experience, we suggested to the publishers that the day was here when their editorial department and business department might better understand their interdependency relationships as they contribute to the operating results of their company; and as their operations may affect the ad-

vertiser . . . their bread and butter.

While emphasizing that we would fight to the hilt to preserve their freedom to publish material of their own choice, at the same time, we invited their consideration of publishing some favorable articles about the food industry instead of only singling out isolated cases of criticism. Certainly there are many fine things to say about this industry of interest to their readers: and as the readers turn the pages and come across an interesting article, they will react more favorably to the advertisement, and be more inclined to purchase the product.

We can point with pride to some of the things which have happened since our visit.

*Look* magazine ran an article explaining the cost-of-living index published monthly by the government.

*Reader's Digest*, an article on "Why Our Food Is a Bargain."

*American Weekly*, an article on "Are Food Prices Too High?"

*This Week* magazine, "The Greatest Food Show on Earth."

*Saturday Evening Post*, an article exposing the food faddists.

*Good Housekeeping* magazine, on labeling.

*Ladies Home Journal*, a series of articles on food.

*Life* magazine, several institutional ads, and is devoting its total November 23 "Thanksgiving" issue to food.

We could mention many other consumer and business magazines that carry frequent favorable articles about this industry, like *Family Circle*, *Woman's Day*, *Food Field Reporter*, and so on.

These articles will surely help create a better understanding of this industry and a favorable public attitude toward it.

**Where is tv?** I wish that I could say similar nice things about the relationship of our advertisers with tv. Even though the networks receive about 65% of their advertising revenue from GMA members, there is lots to be desired as it applies to our relationship with their top management. We are not aware of any great amount of cooperation which television has extended to us in passing along interesting, favorable information to

## A SPONSOR SPECIAL—for AWRT only

Now you can get the most-used, most informative weekly magazine of broadcast advertising at a special AWRT subscription rate of only \$5—almost 40 per cent less than the usual price! You get 52 weekly issues of news and features which help you do your job better . . . plus all the SPONSOR special editions.

Write to AWRT Subscription Manager, SPONSOR, 555 Fifth Avenue, New York 17, N.Y. For less than 10 cents an issue you can be the best informed gal in your company!



the public . . . information such as appeared in the magazine articles. The newspapers throughout the United States publish a great deal of information relating to food prices, food supplies, nutrition, and so on.

I have before me an article appearing in the Hammond (Louisiana) *Sun* with box car headlines: "How About a Great Big Hand for Our Food Enterprises?" We have stacks of such clippings from hundreds of newspapers. In contrast with these favorable items, we have seen some tv newscasts where they seemingly took great delight in bellying out stories that were critical of this industry. Professional consumer agitators may make news, but shouldn't someone as responsible for forming public opinion as is tv want to report the whole story? We are not aware of any attempts by television stations to verify the accuracy of such statements, or to obtain the other side of the story. The "press" communicates with us freely when statements of doubtful accuracy are received.

Another comment: When our government's monthly cost-of-living index shows an increase, newscasts make a big deal out of it, even though the increase as it applies to food might be 1/10 of 1%—the equivalent of about 3 cents a week added to the cost of the family grocery bill. Usually such increases apply to seasonal items which are certainly not a necessity for the consumer when she can select from 8,000 other items.

**Think it over.** There is plenty of interesting material available about this industry for radio/tv use, and broadcasting such information should create a better public attitude, the advertising would be more effective, and the advertiser would get more for his advertising dollar. It is something to think over.

We just finished our 54th annual meeting—a five-day meeting, including five luncheons and three dinners. It began with the GMA Food Forum on Friday. We had our regular meeting on Monday, Tuesday and Wednesday; and on Thursday an all day meeting devoted to "General Merchandise."

We dedicated our meeting to the

consumer—our boss. Our theme: The Food Industry Salutes The Consumer.

We considered it appropriate to present a public story about this industry's accomplishments so that people will have a better understanding of what we do and how they benefit; and therefore they will not be as easily misled by the mis-information fed them by the propagandists.

Media was well represented. Participating in the program we had six people from the national magazines, two from the daily press, and two women from radio, and, of course, our Thursday luncheon speaker was your own Pete Cash.

The need of expanding our communications was stressed throughout. We all recognize that we are moving into an area when we must do a much better job of communicating with the American people, with our employees, with government—with everybody.

Doing a good production and distribution job, and supplying great varieties of tasty, nutritious foods at reasonable prices seemingly is no longer enough. This may appear strange but it is none the less so. Why is it necessary to move communications up to the top for priority attention? Because in this country we have people who make a living out of fault finding and harassing industry. And our fine communication facilities and free speech make it possible for them to get their story told.

**Deplorable tactics.** At last year's hearings conducted by Senator Hart's committee on packaging, labeling, etc., the professionals had a field day. Using clever phrases and isolated cases as examples, they charged this industry with offering deceptive packages, slack filled packages, mis-labeling, insufficient labeling, and misleading promotions. In our industry we have some 300,000 retailers, some 20,000 manufacturers who produce the 8,000 items available in supermarkets, and a total business volume of about \$80 billion. In any industry as large as this one and so involved, it is normal that some things will go wrong. By clever wording they used isolated cases as examples of wrongdoing and smudged the entire food industry.

# 1963 edition off the press!

## SPONSOR'S 5-CITY TV/RADIO DIRECTORY



1961 Edition  
New York  
Chicago  
Detroit  
Los Angeles  
San Francisco

... just about every  
'phone number you need  
in these five big cities  
is in SPONSOR'S  
5-CITY TV/RADIO  
DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 per copy; 10 copies, \$.35 each; 50 copies, \$.25 each.

# SPONSOR SERVICES


555 Fifth Avenue, N. Y. 17

Even though we deplore some of their tactics, the professional voices of the consumer serve a useful purpose. By pointing out any shortcomings, they alert management to re-examine its own operations and make whatever corrections are indicated. So, while we welcome constructive criticism, at the same time, we must be sufficiently capable to get our story across to the American people to retain their confidence in us so that they will continue buying our advertised products.

**Pull not push.** I want to come back to the theme of your meeting and to your statement that today it is *pull* that determines sales rather than *push*. As stated earlier, we fully agree with that. Our manufacturers and distributors are convinced of this and, therefore back up their conviction by investing more and more advertising dollars every year.

Spending the advertising dollar has become a science. In selecting where to spend his dollar, the advertiser must assure himself of get-

ting the best sales results. He will place increased dependence on specific information as to the net effectiveness of media as opposed to information now available on gross exposure of readers, viewers, or listeners. So, it makes good sense that the advertiser and media cooperate to the fullest in working for the greatest sales results.

I close my remarks with a very pertinent question: What can you do additionally that will influence your advertiser to spend more of his advertising dollars with you? 

## NEW TV CHANNEL

(Continued from page 38)

6:30. Here is what opposite programming, what starting rather than ending the local news slot with weather, what stripping an off-network show, delivered in terms of building an audience for the network schedule that starts at 7:30 p.m. A special ARB overnight coincidental study showed the following for the 5-5:30 slot: Station A with cartoons had a rating of 7; Station B with *Seahunt*, 7; WNYs with *Superman*, 11.

From 5:30-6 this was the lineup: Station A, *Popeye*, 12; Station B, *M Squad*, 6; WNYs, *Amos & Andy*, 10.

For the 6-6:15 slot this was the score: Station A, *The Rocky Show*, 8; Station B, cartoons, 11; WNYs, weather, news, sports, 9.

During the 6:30-7:30 hour before networking began, during which time the two older stations were showing what the surveys report as "various," WNYs was screening *Adventures in Paradise* across the board. Here are the ratings: Station A, 8; Station B, 7; WNYs, 11.

**Promotion pays.** Obviously the 21-sheet dayglo billboards, bus cards, taxi backs, and the massive radio spot schedule helped make the area conscious of channel 9 at 9 o'clock of the ninth day in the ninth month. Obviously PGW's deft touch can be seen in some of the ideas and copy used to promote the new outlet, and in the decision to hold to the rate structure in force in Syracuse.

In Grand Rapids, WZZM (TV), also repped by PGW, followed the

same positive pattern with one whopping new idea that took the town by storm. The idea was TRIAKAIDEKOPHILISM; this is Greek for "the love of number 13." Fifty radio spots weekly on 13 stations, 250 outdoor boards, space in 11 dailies and eight weeklies, cards inside of buses, buttons on cab driver's windows, streamers and balloons at football games, all made TRIAKAIDEKOPHILISM a household word in western Michigan.

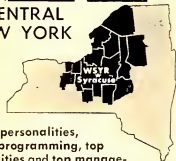
Here again the emphasis was on building an audience from 5:30 to 7:30 p.m. to give the network schedule a strong send-off. Here again the weather-before-local news, rather than after, format was used. And again the new station keyed its programming to local listener likes; and since Michigan residents are prime hunters and fishermen—and among them exists a sizable religious group forbidden to attend movies—WZZM created an hour of adventure film across the board at 5:30 followed by an hour of *Adventures in Paradise* at 6:30.

**Solid business backing.** The new station in Rochester, N.Y., WOKR (TV), also on channel 13, took a much more mundane approach to its birth. One reason was that its amalgamation of competing applicants included representatives of much of the banking and business strength of the area. These included Harper Sibley, Jr. of Sibley's Department Store, Gordon Brown of WSAY, Bob Kieve of WBBF, and Bill Fay, the dynamo behind WHAM in its heyday as a Stromberg-Carlson property. Obviously this gave WOKR the confidence and strength that comes from knowing where the next advertiser dollar is coming from.

The fourth ABC affiliate, WTEV (TV) in Providence, R.I., will not be on the air until 1 January 1963. Channel 6, originally authorized for Martha's Vineyard, had to wait for FCC approval before making its shift to Rhode Island. Consequently its program manager, promotion manager, and publicist were unpacking their bags as this dissertation was being prepared.

According to Vance L. Eckersley, WTEV's general manager, the new station will have a new studio

## The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK



Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.



Represented Nationally by  
THE HENRY I. CHRISTAL CO., INC.  
New York • Boston • Chicago  
Detroit • San Francisco



# WASHINGTON WEEK

26 NOVEMBER 1962 / Copyright 1962

What's happening  
in U.S. Government  
that affects sponsors,  
agencies, stations

The FTC, which has been rather quiet on the radio-tv front, has now announced that all of its "monitors" will be hard at work on Christmas advertising for toys.

All media will be involved, but major push will be on tv.

Toy makers are to be required to submit all advertising, sworn statements about ad policy, and samples of the toys advertised.

Other than that, the FTC monitoring unit will be reactivated (though FTC might insist that the unit has never been out of action, it has never been effective as originally threatened) with instructions to waste not a second in reporting questionable ad claims for toys.

This has all the appearance of being a special Christmas push in an area which the FTC views with unusual alarm, rather than signalling a return to the crusading spirit of the recent past.

FCC chairman Newton Minow finds the uproar over ABC's program on Richard Nixon made to order for one of his own private crusades.

Minow has urged radio and tv to jump into controversial topics; has promised FCC backing in the event of attacks on broadcasters for what they do in the field.

Minow went down the line in defense of Jim Hagerly and ABC TV, with a hard-hitting statement terming the program a secondary issue. He said if the program was unfair, ABC has offered time and facilities to correct it, and otherwise the merits are for the public to decide.

Few communications attorneys have yet come forward to deny FCC legal power to hold programing hearings in local communities, despite NAB offers to provide legal aid.

The question of how a court test of FCC powers could be brought about is a complicated one. NAB could not institute a court case, nor could any station not immediately and directly affected. If a court case were already in the works, NAB could ask to participate as "amicus curiae," or in plain English, "friend of the court."

If the FCC were to require a station to testify in its own behalf and the station refused, it would then get down to a subpoena situation which would automatically amount to a court test of FCC powers in this connection.

The FCC might, however, put it on a basis of permitting stations to testify if they wished their own side to be heard, rather than compulsion. This would require, in order to set up a court case, that a station sue to prevent the hearings on grounds of potential injury to their interests.

FCC counsel believe the Commission is well within its legal powers, on whatever grounds local programing hearings may be attacked. Thus far, aside from LeRoy Collins, informed industry people have neither agreed with nor disputed—publicly—this FCC position.

The Dodd subcommittee report, finished in staff form and waiting for action by Dodd and other subcommittee members, promises to be a pretty flat document compared to the sensational hearings.

The subcommittee staff version is said to insist that programs of sex, horror, crime and violence can be an upsetting factor for the nation's young. This is not exactly unexpected, however, and will hardly spark anti-tv action.

Action said to be recommended in the document, and subcommittee members it must be remembered have still not passed on them, involves bringing networks under FCC regulation and clipping option time wings to give competing program suppliers more access to the best station time.

# SPONSOR HEARS

26 NOVEMBER 1962 / Copyright 1962

A round-up of  
trade talk, trends and  
tips for admen

The other tv networks have a suspicion that Schick Razor president Patrick Frawley, Jr., had a motive other than patriotic resentment for his attempt to cancel the remainder of his season's contract with ABC TV.

Frawley cited the inclusion of Alger Hiss on Howard K. Smith's Richard Nixon political obit, but the networks think this was a pretext for getting out of a commitment that was proving burdensome in light of Schick-Eversharp stockholder criticism that Frawley was spending too much money on corporate and personal ventures.

CBS TV's daytime sales department isn't the only one that has to apologize for the antics of one of its package producers: NBC TV also has its headache in the outside-the-studio clowning of the producers of Bullwinkle.

With CBS it's the Capt. Kangaroo gentry going over the heads of the program practices department and handing down its own credo on commercials to sponsors.

The irritants from the Bullwinkle boys include cartoon tracts poking fun at the network and a jazzband parade on Madison Avenue without foreknowledge of the network.

Madison Avenue tv department directors have as a common topic of luncheon and intramural chatter the rough verbal going over that CBS president James Aubrey has been dishing out to Hubbell Robinson, program head.

These agency men's comment: Aubrey credits himself with the good rating season that the network's having and hence figures a winner's views must be taken as holy writ.

Reps submit that the toughest dilemma of their business involves two diametrically opposed questions often put to them by stations, each of which defies a logical answer.

These questions are: (1) why are the billings off; (2) why are billings up?

Nielsen's got a gripe about the ARF's publication timing of Martin Mayer's piece, An Intelligent Man's Guide to Broadcast Ratings.

Point advanced by Nielsen: the critique leveled by Mayer when he wrote it—six months before publication—was quite valid, but in the meantime Nielsen had conducted a research project that squared away the chinks spotlighted by Mayer.

Spot sellers constitute a faction that's made a deep dent in air media and it's interesting to note what's happened to some of the pioneers and veterans.

Here's a random roster in that regard:

NAME	PAST ASSOCIATION	CURRENT STATUS
Lew Avery	Co-founder Avery-Knodel	V.p., g.m., KYA, San Francisco
Lee Bowman	Free & Peters westcoast	A/e, Rinehardt Agency, Oakland
Larry Fields	Petry New York	Agency exec in northwest
Jim Free	Co-founder Free & Peters	Real estate in Santa Barbara
Joseph Hershey McGillvra	Founder firm of same name	Owner KCKC, San Bernardino
Howard Meighan	CBS Spot Sales	Pres. Videotape Center
Bill Maillefert	Petry Radio mgr.	USIA in Spain
John E. Pearson	Owner JEPCO	Western mgr. SPONSOR
Henry Riggold	Petry	Retired



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

building in New Bedford, Mass., a mastic shot from the Rhode Island line, and its transmitter in Tiverton, R.I., thus making it the only Rhode Island tv station with its transmitter in that state. And even though the new channel 6 figures it will start out with the plus of the 20% of the local tv homes that now watch Boston tv and will switch to WTEV, the station plans to open with a rate card 20% under the going market rate.

The NBC entry in this almanac of new network affiliates is WCIV (TV), channel 4, in Charleston, S.C. To match the change in Charleston, from the sleepy, staid southern town it was until three years ago when the installation of a U.S. Navy Polaris operation gave the town a swing and a zing, the new station devised a shrewd play on its call letters.

**Play on call letters.** For local listeners they used the theme of "See More on Four" or "C More on IV" and hammered it home with space in 30 community newspapers plus time on every available radio outlet. For agency media people the subtle hand of WCIV's rep, Advertising Time Sales, whose Bill Davidson learned more than a few tricks during his years as top executive of channel Four in New York, arranged a soiree for 250 Madison Avenues at the Charleston Gardens restaurant in Altman's, posh New York department store.

There, over cocktails and buffet, the timebuyers viewed the new station over a closed-circuit tv line direct from the WCIV plant in Charleston. Again the emphasis was on gearing programming to local listening and living patterns. Thus the weather show is done by Captain Scotty from Davy Jones locker, with the forecast coming out of an oyster rather than the whorls, whirls and words that are part and parcel of the usual land-lubbers forecast.

One thing is certain. Marketing objectives and advertising campaigns may be planned with an assist from the computer and calculator but television stations will ignore EDP techniques so long as each station in each market continues to use people to make it just

a little different from the next station down the dial. For it's that little dab of difference that makes it a must with viewers and it's viewers the sponsor wants to reach. ▼

## PUBSERVICE TV PACKAGES

(Continued from page 40)

affairs schedule on WCBS-TV, Walt said that "Chock Full O' Nuts got the greatest buy in New York television" when they bought this series of programs. He was pleased with the fact that there was at no time any client interference with the subject matter presented on the air. "We're delighted to have Chock Full O' Nuts as a sponsor of these programs, particularly since Mr. William Black, chairman of the sponsoring firm, is so closely identified with the welfare of the whole community," Walt remarked.

Walt also was of the opinion that if the public service package prices on other stations "are correct," there's no doubt more sponsors will be hopping on this particular bandwagon from coast to coast.

**From coast to coast.** Across the country, according to Arthur A. Watson, station manager, WRCV-TV, Philadelphia, NBC owned station, a trend appears to be developing toward package sponsorship of public affairs programs. As Watson sees it, "What is required is a strong realization on the part of local advertising agencies that this station can do quality production of local origin that will have an appeal to a substantial segment of the Philadelphia audience, as well as a continuing educational effort by these agencies of their clients on the value of sponsorship of local public affairs programming." WRCV-TV has obtained spot-buying sponsors for several of its public affairs programs including *Concept and Profile*.

Local advertisers were also cottoning to public affairs shows in the Chicago area, Norman Cisna, general sales manager, WNBQ, NBC-owned station, pointed out. He cited such examples as the station's *Dateline Chicago*, fully sponsored by Home Federal Savings and Loan Association and other similar programs.

"We are programming more public affairs in 1962 than in the past, and

we expect we will exceed our '62 output in '63," Howard Sturm, manager of public affairs for KNBC, Los Angeles, NBC-owned station, said last week. "There is definite interest by sponsors in our public affairs programs."

Tom E. Paro, station manager, WRC-TV, Washington, also NBC-owned, revealed that Blue Cross was sponsoring a package of public affairs specials. "We feel there is a trend toward the package purchase of the type we have established with Blue Cross," he said.

**Station rep backing.** In hearty agreement with the views expressed by station managers across the country is Ralph Allrud, director of the Blair-TV Special Projects Division. This division works with national advertisers and local stations to develop special programs to build product sales and corporate image at the local level. It is Allrud's contention that it is in the advertiser's self-interest to support local station efforts along these lines.

"I can tell you that the responses Earl Thomas, the sales executive in our department, and I have received from ad managers and account execs has been about the most heartening experience either of us has had in many years of selling broadcasting," Allrud said.

"Judging by the trend already established—and the 100 public affairs shows for which we have found sponsors in just 18 months, I'm convinced that soon virtually every Blair-repped station will be carrying year-round local special events and documentary schedules fully sponsored by national advertisers."

**Ad values beyond ratings.** Summing up, broadcasters felt that advertisers who linked themselves with quality public service programs obtained ad values far beyond ratings and c-p-m's. WNBQ-TV's Affe appeared to express the consensus of broadcasters when he declared: "A product advertised on a fine, cultural program, such as a news documentary or concert, can create a more favorable impression in the viewer's mind than a product advertised on an entertainment program... even though the latter types generally attract greater audiences. The public believes—rightfully so—that a company which as-



sociates itself with quality television programs can be relied on for finer goods or services."

## DEPT. STORE TV IMAGE

(Continued from page 42)

Montgomery Ward, and Sears Roebuck) in the Minneapolis-St. Paul area. Effects of television were traced by comparing the response patterns of viewers and non-viewers of the advertising. There was a general shift in the direction of more favorable store-quality where tv advertising was used. Higher frequency of shopping and purchase associated with more favorable image levels (store qualities) received independent corroboration from actual data on shopping and purchase by television viewers. It is important to note that in the study the effects of television associated with store image stemmed from tv advertising predominantly of items. Item advertising apparently had significant influence on store image.

**Ad cohesion.** In order to keep all advertising in line with store character and merchandising changes, the same items are advertised on all media. Once a month store plans for tv and radio are laid out in advance in coordination with the newspaper and display departments. At this time items, copy, and plans for production are prepared for the next month.

Woodward & Lothrop, its advertising agency, Harwood Martin, and the broadcasters have developed a team operation that takes away the pitfall of "too much advertising detail" for the store. Since the 20-second spots are taped in color, additional planning is required involving careful selection of merchandise and much more detailed work during the pre-taping period. Each spot is worked out in detail with storyboards during two meetings at the agency in order to tape the three spots quickly in a two-hour time period and keep costs down. Thursday is taping day for the following week.

**Consistent radio.** For more than 16 years, Woodward & Lothrop has been a dedicated advertiser on Washington radio stations. An hour-long program of classical mu-

sic, in keeping with the class appeal of the store, has been broadcast every Sunday since January 1953 on WGMS.

The following seven stations are used regularly: WGMS, WRC, WTOP, WWDC, WPIK, WOL, and WMAL.

The days for the radio schedule each week are chosen once a month at the store-agency meeting; the days vary according to the promotions planned. As a rule one-minute announcements are

used, but for some store events and sales 10-second spots are substituted. Because of the change in schedule each week, the agency sends a separate piece of copy marked for exact time and date to each station for each spot.

Considering the different media the store uses it likes to think of color tv as something special for the retail business. "It is the only medium that can really present our merchandise at its best," a spokesman concluded.

# Suddenly we offer 35.9% ADDITIONAL VIEWERS in NORTHERN MICHIGAN!



WWTW's new satellite (WWUP-TV at Sault Ste. Marie) is now on the air — delivering 35.9% more of the television homes in 39 counties of Northern Michigan!

WWTW/WWUP-TV combined now cover 874,100 people in Michigan and contiguous Canada. The effective buying income of people in this area is \$1,304,145,000 annually.

This unique combination really saturates our fast-growing industrial area. To get equivalent coverage with other media, you'd have to use 20 radio stations, or 13 newspapers!

Ask your jobbers or distributors in this area. They know the story!

**FLASH!** As we go to press, A.R.B. reports of telephone coincidental surveys arrive (started 10 days after WWUP-TV began operation as full-time satellite). Results indicate that 35.9% expected listenership increase has been greatly exceeded.



## The Feltzer Stations

**RADIO**  
WZZM KALAMAZOO-BATTLE CREEK  
WZZM GRAND RAPIDS  
WZZM-FM GRAND RAPIDS-KALAMAZOO  
WZZM-FM CADILLAC

**TELEVISION**  
WZZM-TV GRAND RAPIDS-KALAMAZOO  
WZZM/CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KULR-TV LINCOLN, NEBRASKA  
/WJIN-TV GRAND ISLAND, NEB.

## WWTW/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9  
ANTENNA 1440' A. T.  
CBS • ABC

CHANNEL 10  
ANTENNA 1214' A. T.  
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

# SPONSOR-WEEK

Continued



## At the opening session of Time Buying-Selling seminars

The first of the season's seminars sponsored by International Radio and Television Society, was on "The Dual Role of Broadcasting: Communication and Advertising." Speaker was Julius Barnathan (c), ABC TV v.p., here with TB&SS member Sam Vitt (l), DCS&S, chmn. Chris Rashbaum, HR&P



## On the air discussion of radio today

Arthur Hull Hayes (l), CBS Radio pres., recently appeared on WEEI, Boston, program with host Haywood Vincent to talk about radio. Hayes also answered listeners' phoned-in direct-line questions



## Fun in the factory

RCA Foreman Bert Paulson wraps up Georgia Malick, Miss New Jersey, with the first production unit of RCA's all-transistorized tv tape recorder. ABC TV's new Washington facility got this machine and one other for its news



## RKO signs with Pulse

Talking over details of new Pulse Qualitative Radio Survey (lr): Frank Boehm, RKO National Sales research-promotion dir.; Pulse sales dir. George Sternberg; Pulse pres. Dr. Sidney Roslow. The five RKO stations will participate

## Advertisers

Mattel has decided to use network radio for the first time.

The money went to CBS for participations in Arthur Godfrey and Betty Furness through 14 December.

The toy maker is active in network tv.

Agency is Carson/Roberts.

**PEOPLE ON THE MOVE:** Douglas M. Shaylor to the newly-created position of advertising services manager of John H. Breck . . . Mark Upson, vice president of P&G, retires 30 November after 47 years with the company.

## Agencies

Interpublic is expanding its overseas operation with the acquisition of Afamal, said to be the largest advertising agency in Africa.

The Afamal group of agencies was owned by the Schlesinger Organization. It's five offices bill an estimated \$10 million.

In another international action last week Interpublic formed Infoplan, an international PR organization with offices in the U. S., Canada, United Kingdom, W. Germany, France, Italy, Israel, Mexico and Japan.

The consolidation at BBDO of the tv and print copy departments into one department has resulted in several personnel shifts.

They shape up as follows: Robert L. Foreman heads the combined department as executive vice president and creative supervisor and also will head the creative plans board. James R. Schule takes over Foreman's old job of tv programming head; agency president Charles Brower will chairman the plans board; Jean Rindlaub, formerly a print copy supervisor, will be assistant to the creative director.

Agency appointments: "Materials in Design Engineering Magazine," a publication of Reinhold Publishing Corp. to Pritchard, Wood, Inc. . . Kirsch Co. to MacManus, John & Adams . . . The Shaler Co., makers of automotive additive-type

products, has reappointed Stern, Walters & Simmons . . . Baisley Laboratories to The Getschal Company. First campaign centers on NuClear, a medicated complexion lotion . . . The Bank for Savings to Kudner, effective 1 January . . . Braswell Foods to Harris & Weinstein Associates. Tv spot will be used . . . Place Homes, Inc. to Applegate Advertising Agency . . . WTEV, Providence-New Bedford-Fall River, to Bo Bernstein & Co., Providence . . . Bonomo Turkish Taffy (\$310,000) to Hicks & Greist from Mogul, Williams & Saylor, effective 1 January. Products include Cocilana Cough-Nips, Peanut Brittle and Bonomo's hard candy lines . . . The New York State Department of Commerce's new international division to BBDO . . . The Puerto Rican accounts of Volkswagen of P.R., Carina Mercury and Avis Rent-a-Car to Robert Otto.

**International entente:** Immediately following its merger with Famous Artists Corp., Ashley-Steiner signed reciprocal agreements with an associated group of four European agencies, calling for representation of its clients in England and on the continent.

**New agency:** Wright, Allen & Ryan has been formed in Dallas with billings around \$700,000.

**New quarters:** The Goulston Company has moved to 75 State Street in Boston. Phone number is Lafayette 3-5866.

**Resignation:** A product conflict has resulted in the divorcement of Smith/Greenland and I. Rokeach & Sons.

**Top brass:** C. B. Houck has stepped down as president of Houck & Co., the agency he founded 31 years ago. His son William B. Houck has been elected to succeed him. The Senior Houck becomes chairman of the board . . . Nella Manes, presently vice president and media director, will also assume duties of assistant to the executive vice president of Kal, Ehrlich & Merrick . . . Chester E. Posev, senior vice president and formerly manager of McCann-Erickson's Chi-



#### Breaking ground for new tv center

David C. Moore, Transcontinent Television pres., turns shovel of dirt marking site of new \$250,000 home for WNEP-TV, Scranton-Wilkes-Barre. With Moore are (l-r): Edmund H. Reil, Lackawanna County commissioner; Moore; William Schmidt, Scranton Mayor; Thomas P. Shelburne, sta. exec. v.p.



#### Dressing up Monday movies

WSJS-TV, Winston-Salem, has added a new attraction to its "Theatre 12" film showcase. She's Ann Herring, Miss North Carolina of 1961, who introduces the show in fashion



#### Award-winning staffers

Nathan Safr (c), KCOR, San Antonio, v.p., congratulates news dir. Carlos Garcia who won the Texas Assn. of Broadcasters "Best-on-the-scene" award and Rosita Fernandez, vocalist



#### Cap'n Five "briefs" his crew for weekday show

The "X-5" is the home of WRAL-TV, Raleigh, personalities Cap'n Five and Space Ace and the tv studio for a half-hour kiddie show. It took 1,000 man hours of labor to build the 21-foot spaceship

icago office, to creative director of the New York office.

New v.p.s: John M. McEvoy at Ted Bates . . . Harry L. Merrick, Jr., Charles Smith, David Thomas, and Don Vogel at Kal, Ehrlich & Merrick Advertising . . . Robert Liddel at Compton.

**PEOPLE ON THE MOVE:** Robert D. Barrett to media director of Katz/George-Wenhoener Advertising, St. Louis, from MacManus, John & Adams . . . Leslie Wallwork to supervisor of broadcast media at the Los Angeles office of McCann-Erickson . . . Ann Goldstein to time buyer, Ramsey Perry to retail copy chief and Hertha Hanu to radio traffic director at Kal, Ehrlich & Merrick . . . Sheldon R. Axler to administration manager of Newman-Martin, Bloomfield . . . Hans L. "Lefty" Stern, for the past four years an account executive with Guild, Bascom & Bonfigli, San Francisco, to account executive for Carling Brewing, replacing Thomas F. Killilea, Jr., recently resigned . . . Ruth Simpson to the public relations department of N. W. Ayer . . . Robert L. Ray to account representative for N. W. Ayer, San Francisco . . . John Matthews to creative director, a new position in the creative services division of Leo Burnett . . . William J. Green to account executive at Ben Sackheim, from Y&R . . . Richard S. Lee to account manager at Beaumont, Heller & Sperling . . . David Nutt to account executive at Ketchum, MacLeod & Grove, New York, from MacManus, John & Adams . . . Howard Potter to account executive at Sullivan, Stauffer, Colwell & Bayles.

## Associations

Entries are now being solicited for the 1962 Alfred I. duPont Awards in radio and tv.

Deadline is 31 December and nominations should be sent to Professor O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington and Lee University.

The three awards, each \$1,000, go to: a large station for outstanding programming in the public interest; a small station for similar

excellence, the radio or tv commentator whose work during the year has been characterized by "aggressive and consistently excellent and accurate gathering of news in the public interest" and its interpretation.

Thomas W. Sarnoff, NBC vice president, and general chairman of the third annual International Broadcasting Awards competition, has named nine committee chairmen for the event.

The competition honors the world's best tv and radio commercials.

Entry deadline is 1 January for U. S. competitors with the IBA formal awards banquet scheduled for the Hollywood Palladium 26 February 1963.

There was a full agenda at the Nashville meeting of the Country Music Assn. which followed the close of WSM's annual d.i. festival.

Among plans discussed: formation of a country music museum, presentation of a complete country music show at a future meeting of the New York Sales Executives Club, building of membership and financial support and action in the political arena for the benefit of country music.

New officers: Leading the Ohio Assn. of Broadcasters in 1963 will be James Hanrahan, WEWS, Cleveland, president; Marianne Campbell, WJEH, Gallipolis, first vice president; Walter E. Bartlett, WLWC, Columbus, first vice president; Carlton Dargusch, Jr., secretary-treasurer.

Looking forward to: The Arizona Broadcasters Assn. annual Fall meeting 7 December at the Executive House in Scottsdale. An innovation this year is the display of equipment by various equipment manufacturers and service suppliers of the broadcast industry.

## Tv Stations

A two-day strike by AFTRA members against KWKY (TV & AM), Cleveland, ended 18 November with the ratification of a new two-year contract.

The contract included a \$10 per

week pay hike in the first year and an additional \$10 increase the second year.

Other provisions included:

- A new termination clause requiring an additional two-weeks notice or pay in lieu of termination notice.

- A new "program segment rate" whereby a supporting performer who appears as a part of any program is compensated for the actual time he appears.

- An increase in talent fees for certain live announcements from \$5 to \$7.50 on tv.

- Elimination on tv of the multiple discount structure.

For Auld Lang Syne: WISN-TV, Milwaukee, threw a luncheon to honor its oldest continuing advertiser, Don Rohn of Don Rohn Rambler Co. Station presented him with his original sales order specially framed for the occasion. Rohn was a Hudson dealer when the first contract was signed eight years ago and his schedule remained intact when the switch was made to Rambler. Note: He has just signed for his ninth year on the station.

Off the press: The first ARB new local market tv audience breakouts. New estimates include audience counts by age and sex and a completely new section called the Spot Buying Guide which deals with station break time. These estimates are arithmetical averages of the quarter-hour audience preceding and following the chainbreaks.

Happy anniversary: KOB-TV, Albuquerque, enters its 15th year of broadcasting on 29 November.

Promotion: To advertise the CBS TV shows which it carries, WCHS-TV, Charleston, devised the "Seven Wonderful Nights" promotion. Some 100 community leaders and their families were visited during the dinner hour and received gifts commemorating a specific show. Some of the tie-ins: a red skelton for the "Red Skelton Hour"; a moonshine jug full of honey for "The Beverly Hillbillies"; a nurse's kit for "The Nurses."

New quarters: Ground has been broken in Scranton-Wilkes-Barre

for the new quarter of a million dollar tv center which will house **WNEP-TV . . . KSD (AM & TV)** has moved into a new \$1 million home in downtown St. Louis. The building, formerly the mechanical annex of the Post-Dispatch, was extensively remodeled for the stations, which occupy the first two floors.

**PEOPLE ON THE MOVE:** **Burt Avedon** to vice president and general manager of **KMEX**, Los Angeles . . . **James J. "Steve" Crane** to vice president and general manager of **WLW**, Cincinnati, a new post and **P. Scott McLean** to vice president in charge of eastern tv sales in the Crosley New York office . . . **Bruce Lawrence** to merchandising and promotion director of **WNBF (AM-FM & TV)**, Binghamton, N.Y. . . . **Francis H. Conway** to general sales manager of **WTEV**, Providence-New Bedford-Fall River . . . **Stuart S. Hazard** to station manager of **WJCO**, Jackson. He'll be replaced as production manager of **WLIX-TV** by **Dennis D.**

**Cobb . . . C. Wylie Calder** to regional account executive with **WJBF**, Augusta.

## Radio Stations

The **A-Buy** in California radio station group is winding up the year with an ambitious direct mail promotion.

"The golden rule for radio advertising in California" has been delivered to 370 time buyers and ad managers across the country by the group. It's a spring steel, roll-up yardstick carrying the **A-Buy** sales slogan: "One contract . . . one billing . . . group discounts."

### Ideas at work:

- Latest station to make a stab at the hit parade is **WNOX**, which has issued a new release, "WNOX, Knoxville, The Sound of the City."
- **WTIK**, Durham, has come up with what it considers the answer to the question faced by all radio—how to sell more local time. The station designed a "Sales Motivation Guide" for its local time salesmen and will be glad to share

the idea with other stations which write to P. O. Box 1571, 212½ Corcoran Street, Durham.

• **WRCV**, Philadelphia, is running an eight-week advertising program to promote its Big Band Sound. Featured item in the saturation drive is a "Whatchamacallit," in actuality a funny looking horn made of various sections from six different musical instruments. The campaign includes outdoor showings, taxiposters, station platforms on commuter railroad lines, key-location paint units, 600 line ads in daily papers, 10 and 20-second tv and radio spots.

• **KFWB**, Los Angeles, celebrated Thanksgiving with a "Turkey Day." The event consisted of playing all the records that didn't make it—in other words, the "turkies" of the music world.

**Oilbeat** sale: "Challenge," a five-minute commentary on today's norms of living, aired weeknights on seven CBS o&o stations, to Longine-Wittnauer Watch Co. (Kenilworth Advertising).

## Newsmakers in tv/radio advertising



**Fred Nettore**, account executive for ABC Television Spot Sales, has been promoted to eastern sales manager. Nettore has been with the network's rep outfit since July 1961. He previously spent five years with CBS TV Spot Sales and prior to that was with NBC TV and the Katz Agency from 1953-1955. Nettore is a graduate of Michigan State.



**P. Scott McLean** has been made a vice president of Crosley Broadcasting. He moves up from general manager for eastern tv sales to vice president for the same territory. McLean joined Crosley in 1950. He was previously account executive and space buyer for three leading New York agencies. Also promoted to vice president was **James J. Crane**.

**Burt S. Avedon** has joined **KMEX-TV**, Los Angeles, as vice president and general manager of the new Spanish-language station. He has been a vice president of Kenyon & Eckhardt and assistant to the agency president. He served for two years as director of western operations for K&E, Los Angeles, and was also head of the San Francisco office.



**Jo Walker** has been promoted to executive director of the Country Music Assn. She has been with the organization since it was formed in 1958 and has most recently been executive secretary. In her new post, Mrs. Walker will probe such fields as public relations and creative projects. She has also worked with Crescent Amusement Co.





Happy anniversary: A three-hour "Birthday Broadcast" on **WEJL**, Scranton, will be the mode of celebration for the station's 40th anniversary 29 November. The program will feature greetings from other 40-year broadcasters throughout the country.

**PEOPLE ON THE MOVE:** Barclay Powers, traffic manager, to publicity director of **WLBW-TV**, Miami, replacing Patricia Alter who takes a leave of absence. Russell Heberling takes over for Powers. . . . Ted Schneider to the newly created post of director of news, public affairs and broadcast standards at **WHN**, New York. . . . John B. Dixon to account executive of **WDTM**, Detroit. . . . Dick John to news director of **WILC**, Pittsburgh. . . . Milton H. Klein to general manager of **KHJ**, Los Angeles. . . . James W. Wesley to assistant sales manager of **WSB**, Atlanta. . . . Lyle Richardson, general manager of **KUDE** (AM & FM), Oceanside, Cal., to vice president of the Dolphin Petty Broadcasting Co. with headquarters at Ivy, Va. . . . Leslie H. Norins, general manager of **KEYT**, Santa Barbara, has been elected to Key Television's board of directors and been made a vice president. . . . Ronald J. Leppig to the sales staff of **WIND**, Chicago. . . . Harvey Schulman to account executive at **WNBC**, New York. . . . Alan Golden, account executive, to local sales manager, and Tom Murphy to operations director at **KBOX**, Dallas.

## Fm

What better way to promote stereo fm than an on-the-air program on the subject.

Such a program is underway in Detroit on **WDTM**. Called "Stereo Fair," the Monday-Friday show features information on hi-fi sound reproduction as developed by the top audio component dealers of the area. These specialists personally relate their knowledge on the air.

The program also presents selections drawn from the concert, operetta, and Broadway show repertoire.

Offbeat sale: **WITY**, San Antonio, had somewhat of an "image" prob-

lem when the **San Antonio Drag Raceway** joined its client list. The Raceway is a well-known ad advertiser whose commercials are the epitome of the "hard-sell." Meeting the challenge and proving that it's not what you advertise on fm but how, the station launched the fm phase of the Raceway campaign with one spot which is a tongue-in-cheek slam at the client's own noisy ads commercials.

**Stereo expansion WSIX** (FM), Nashville, has added 12 hours of stereophonic broadcasting to its schedule. This breaks down into two hours of stereo transmission daily except Saturday.

**Integrated commercial:** **Quantas Airlines** (Cunningham & Walsh, San Francisco) will sponsor a 52-week, hour-long weekly show on **WNCN**, New York, featuring Australian music.

At the fair: **KVIL**, Dallas, continuing its efforts to inform the public on multiplex stereo, set up exhibit space at the fall State Fair of Texas where visitors could listen to a multiplex broadcast from the station.

**PEOPLE ON THE MOVE:** Gil Sheppard to account executive and Kay Hicks to chief of traffic and continuity of **WFOL**, Hamilton-Fairfield, Ohio.

## Networks

An **ABC Radio** affiliation shift takes place in Minneapolis the end of the year.

**WTCN**, the Time-Life Broadcast-owned station, will leave the network line-up to go independent. Taking its place as the primary affiliate in that city is **KRSI**.

Entertaining clients and the press at lunch is familiar tradition in the trade but **ABC TV's** Ernie Ford added new dimensions to the custom last week.

To herald his moving to a 12 noon time period, Ernie invited, via telegram, 125 agency people and 91 editors across the country to hold open lunch plans for 19 November.

Just two minutes before noon on that day, each guest received a spe-

cial hot lunch at his desk and those without office tv sets found portables being carried in also. Ernie had his lunch on the air.

Next day, each luncheon guest got an unusual salt shaker with a note from Ernie who had "forgotten to send along the salt."

**PEOPLE ON THE MOVE:** Arnold Becker rejoins **CBS TV** research department as manager of coverage and research analysis. . . . Rudy Bergman to manager, news and public affairs unit, **CBS TV** press information.

Kudos: Vice President Lyndon Johnson presented an Award Citation to Leonard H. Goldenson, president of **AB-PT**, for "patriotic appeal to member stations in cooperation with the President's National Physical Fitness campaign." **ABC** stations also honored: **WXYZ-TV**, Detroit and **WRFB**, Tallahassee.

## Reps

Major market stations will be interested in a new method for measuring cumulative audiences of spot radio schedules developed by Pulse.

The pilot study was commissioned last February by Daren F. McGavren in Los Angeles and **WNEW**, New York. It makes available cumulative information on a quarter-hour basis rather than on just segments of the broadcasting day. The new data makes it possible to "cume" the total audience for individual stations and to measure the reach of any spot schedule.

Cost of the service is necessarily high, but, according to Pulse, other stations in New York and Los Angeles and many reps are mulling the technique.

Rep appointments: **WPOR**, Hartford, to Kettell-Carter for sales in New England.

**PEOPLE ON THE MOVE:** Paul E. Van Hook to sales specialist in the Philadelphia office of Blair Television. . . . Gene Myers, formerly with **CBS Radio Spot Sales** in St. Louis, to the New York office as account executive in charge of Philadelphia-Baltimore-Washington territory.



## Film

Two mid-west commercial producers offered observations last week on significant shifts in tv selling approaches.

Lincoln Schuerle, who has just opened Film-Makers in Chicago, finds the trend away from the announcer-salesman technique and toward non-verbal, musical, dialogue, live action and animation.

Fred Niles, who has communications centers in New York, Hollywood and Chicago, sees a new emphasis on more believability, sparked by both FTC action and public demand. According to Niles, advertisers are producing fewer commercials per account but spending more money on the production value of each.

He also sees more thorough research of commercials tied in with a marketing plan, agencies requesting creativity in production instead of in the area of an additional situation idea, and medium and smaller agencies relying on the producer's creative staff for ideas.

Reason for this: a growing interest in coming up with award-winners as well as commercials that make the grade at point of purchase.

MGM-TV is readying for January release a new group of 30 post-1948 features.

Titled 30/63, the new film offering includes "The Blackboard Jungle" and "Silk Stockings."

The company's first two film packages are now approaching the 100 mark in total station deals.

Allied Artists Tv points to some station success stories involving the 48 Bowery Boys features.

Some instances:

- **KGO-TV**, San Francisco, programs the films Wednesday 5-6 p.m. and has jumped to first place in this time slot from fourth in the market. ARB September reports show that station with a 10 rating and a half-hour share of 43%, double the combined rating of all three competitors.

- **WCCO-TV**, Minneapolis-St. Paul, (Sunday, 10-11 a.m.). September Nielsen index gives the station a quarter hour share of 67%; all three other stations earned

a combined share of 25% per quarter hour.

**Financial report:** Consolidated net earnings of MCA Inc. for the nine months ended 30 September amounted to \$9,197,000 or \$1.87 per common share. In addition, there was a non-recurring item of \$2,097,000 or 46 cents per share, making a total of \$2.33 per share for the nine-month period.

**New properties:** ABC Films is releasing in early December a new daytime strip called "Gül Talk," featuring Virginia Graham interviewing guest personalities. Sales have been made in New York, Los Angeles, Chicago, Detroit and San Francisco. . . . **MGM-TV** is making available for local telecast this Christmas a one-hour special in color called "Christmas in the Holy Land." It stars Art Linkletter and his family in a filmed pilgrimage to the Holy Land and was originally telecast over CBS TV in 1961.

**Sales:** United Artists Tv's "Leave It to the Girls" to 14 of the top 25 markets and a number of smaller markets. . . . **Allied Artists Tv's** "Cavalcade of the 60's" Group I features to KVAL-TV, Eugene; KHQ-TV, Spokane; WRDW-TV, Augusta; KENS-TV, San Antonio; and KONA-TV, Honolulu.

**PEOPLE ON THE MOVE:** Jack E. Rhodes to northeastern district

sales representative for Warner Bros. tv division. . . . Stanley Jaffe to assistant publicity manager of Seven Arts Associated. . . . Gary Ferlisi to station relations manager of TV Stations, Inc.

## Station Transactions

The general manager of KAZZ (FM), Austin, Tex., Homer Griffith, has filed an application with the FCC to purchase the station from Audioland Broadcasting.

Griffith is heading a group called Mid-South Broadcast Enterprises in the transaction. Associated with him are Ivin and William Hinds and other members of the Hinds family.

One instance where the FCC and the NAB are definitely on the same side of the fence involves CATV interests in Wyoming.

The industry association has filed a friend of the court brief with the U. S. Court of Appeals backing FCC's decision of last 16 February which denied the application of Carter Mountain Transmission Corp. to build a microwave radio system to feed CATV systems in Riverton, Lander, and Thermopolis.

Feeling of both FCC and NAB is that grant of the application would result in the demise of KWRB-TV, Riverton, and thus would not be in the public interest.

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# SELLER'S VIEWPOINT

By William K. McDaniel  
Executive vice president  
NBC Radio

## What NBC wants in audience measurement

Over the past few years the techniques of buying and selling advertising media have been developed to a highly scientific degree. The "emotional buy" still occurs but the great majority of media selections are made on the basis of thorough analyses of media characteristics as they fit the advertising requirements of a particular product.

It therefore becomes the obligation of the seller to provide the buyer with as complete an analysis of his medium as possible. To do this he must make use of an audience measuring service or a combination of services which supply the necessary information. What is this information? Based upon our selling experience at NBC Radio, these are the elements which we expect would be provided by the "ideal" audience measurement service.

First, since we are a national medium, we require a true national measurement based upon a scientifically and accurately selected national sample. This service must measure all network programming,

not only in blocks of time, but also in terms of five-minute units and minute averages. The ideal rating service must provide information on cumulative, unduplicated audiences over periods of one week, four weeks and even longer periods. Linked closely with this, it should be possible to determine the frequency with which network commercials are delivered. Ideally, this should be available in terms of listeners as well as homes, since radio listening today has become almost entirely an individual activity as opposed to an activity involving the whole family or other groups.

A balancing of media is of the utmost importance in today's advertising. One of our most effective demonstrations of network radio's values has been in demonstrating through radio/tv duplication studies the increases in both reach and frequency which network radio can deliver, and which it can deliver with a high degree of economy. We expect, therefore, that our rating service should be able to provide us with such studies. In other words, it must measure both

radio and television. Ideally it would be able to give us this information for magazine and newspaper readership of ads so that a total media buy could be viewed and evaluated in terms of people and costs.

Every media buyer wants to know the type of audience he will reach. Will the age, income, location, and other marketing characteristics meet the needs of the product, and will the weaknesses of one medium be strengthened by another? For example, it is a well known fact that not all families or all people are alike in their television viewing habits. Some are heavy viewers who spend as much as 76 hours a week looking at television, whereas at the bottom of the scale a large number of people average under 11 hours of viewing per week. In our opinion an audience measurement service should be able to tell us how the use of network radio can balance out advertising pressure in those homes where television viewing is light.

An essential function of an audience measurement service is that it measure the *total* audience to the medium and that it should, of course, provide all of the previously discussed marketing information on this total audience.

Unfortunately, this ideal situation does not exist for network radio. You do not have to look very far or very often to realize that automobile radios and self-powered radios account for the bulk of total radio listening. Efforts are being made to accomplish this total measurement but there is great room for improvement. This, unfortunately, is a problem which the whole broadcast industry must face. The day is not far off when portable television sets, which are becoming more prevalent in use all the time, will produce a measurement problem in that medium.

It would be ideal if one measurement system could sell us the total service that we need. We have not yet reached that point, but the time must come very soon when radio audiences can be adequately and completely measured.



*Named executive v.p., NBC Radio, in 1961, William K. McDaniel was an NBC page in 1938, later sales exec for Scripps-Howard Radio. After World War II service and several station posts in Los Angeles, he became mgr., ABC western div. network sales. He later became gen. mgr., KNBC, San Francisco. In 1956 he was appointed v.p., sales, NBC Radio, and v.p., NBC Radio, in 1960.*

# SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

The week's spot tv buying was marked by the fact that two accounts were unloading year-end money, with the schedules involved required to run their course by 31 December.

The two accounts were Whitehall and Brown & Williamson, both out of Bates.

The Whitehall money involved Anacin.

(See SPONSOR-SCOPE for report on Whitehall's year-end expenditure for network tv.)

In mid-west spot radio action last week there was a run of sort of routine renewals and some scattered seasonal business.

Notable accounts: Continental Oil (Clinton E. Frank), renewed its markets; International Harvester (Aubrey, Finlay, Marley & Hodgson) renewed its farm market schedules for 52 weeks; Heet (Meyerhoff) made its annual buy in cold winter markets. Heet is a fuel line additive.

For details of other spot action last week see items below.

## SPOT TV BUYS

CandyGram has launched its 1963 campaign with about 85% of the total budget going into national spot tv. Market list and schedules will be heaved up after the initial holiday period push, to include I.D.s and 20s. Agency for the account is Cole Fischer Rogow.

Hamms Beer is buying west coast and northwest markets. There's been a shift of policy in these areas and Hamms is now buying short flights instead of straight schedules as it has in the past. Strategy of the buy is as a heavy-up underlay for some of the regional network schedules out west. Agency: Campbell-Mithun, Minneapolis.

Whitehall Laboratories division of American Home Products has placed schedules to run through March 1963 on behalf of Dristan Nasal Mist. The campaign involves night and day minutes and the buy is out of Tatham-Laird. Buyer: Mike Tomasoni.

Carling Brewing will promote Black Label Beer with a one-week spot tv push the week of 24 December. Schedules are minutes, chainbreaks and I.D.s, both in prime and fringe time. Agency: Aitkin-Kynett. Buyer: Kay Baltrokonis.

Bristol-Myers kicks off a campaign today on behalf of Ipana. Several selected markets are involved in the buy. Time segments: nighttime minutes to reach a women's audience. Schedules will run for four weeks. Agency: Doherty, Clifford, Steers & Shenfield. Buyer: Mary Glasser.

Ideal Toy is looking beyond the Christmas season and lining up markets for a campaign it will launch 31 December. The search is for daytime minutes and kids' shows. Grey is the agency.



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Revlon will break out a short-term campaign for its Intimate perfume, with an eye toward Christmas sales. Schedules will run in several markets starting 10 December for one week. Time segments: nighttime chainbreaks and I.D.s to reach an adult audience. Agency is Grey and Jim Hine is the buying contact.

Brown & Williamson Tobacco wants spots to start the soonest and run through the end of the year for various products. The call is for nighttime minutes and chainbreaks. Agency: Ted Bates. Buyer: Everett Keller.

American Home Products Whitehall Laboratories division is also putting some year-end money into spot on behalf of Anacin. Nighttime minutes will continue until 31 December with a possibility of renewal next year. Steve Silver is the buyer at Bates.

Proctor-Silex will promote its electrical and ironing appliances in a host of markets. Schedules will be launched in mid-February and run for 10 weeks. Time segments: nighttime chainbreaks. Agency: Weiss and Geller. Jack Geller is doing the buying.

Marlboro Shirt Co. will promote its sportswear with chainbreaks in several markets during 6-8 December. Placements are to reach a male audience. Agency: Al Paul Lefton. Buyer: Stella Porter.

Fels is looking for I.D.s in selected markets to supplement its regular campaign for its Soft. Richard K. Manoff is the agency. The buyer: Yolande Toro.

**SPOT RADIO BUYS**

Nestle's Nescafe is lining up housewife and traffic minutes for two separate five-week flights scheduled to get off the ground 7 January. Approximately 50 top markets are involved in the buy. A two-week hiatus will separate the two flights. Agency is McCann-Erickson, New York. Ethel Melcher is the buyer.

Nestle is also buying late-night traffic minutes and I.D.s slotted in news and weather segments for an eight-week push for its Eveready Cocoa. Starting date for the campaign is 7 January. Judy Bender is doing the buying out of McCann-Erickson, New York.

Sunshine Biscuit is going out after the women's audience via a five-week campaign scheduled to break 15 January. Minutes and 30s, slotted during the daytime 10 a.m. to 4 p.m. hours are being sought. Cunningham & Walsh is the agency. Kit Powers is doing the buying.



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\*Source ARB



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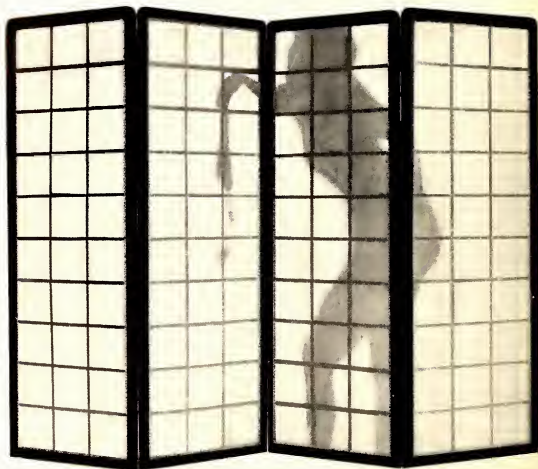
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